Final Report Of Findings

Measurement Of Retailer Compliance With Respect To Tobacco Sales-To-Minors Legislation

Wave 2 Results - 1996

Prepared For:

Health Canada,
Office of Tobacco Control

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This report has been commissioned by Health Canada 's Health Protection Branch, Office of Tobacco Control. The opinions expressed in this report are strictly those of ACNielsen, Canada, and do not necessarily represent the views of the Department.

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EXECUTIVE SUMMARY

Background

This report summarizes results from two research studies, conducted one year apart, designed to benchmark and trend retailer compliance with the *Tobacco Sales To Young Persons Act* and equivalent provincial sales-to-minors legislation. Compliance measurements for the benchmark study were collected over four weeks in the summer of 1995 and published later that year. Latest figures were collected over the corresponding year ago period, between August 12 and September 6, 1996.

ACNielsen sent research teams, each consisting of one underage minor and one adult observer, into tobacco-selling establishments across twenty-five cities in each of ten Canadian provinces. Minors were instructed to attempt to buy a pack of cigarettes from retailers. They carried no identification and made no effort to disguise their appearance. However, if asked, minors were instructed not to give their actual age. Adult observers were responsible for the supervision of minors as well as for the collection of data related to the posting of mandatory signs under tobacco sale-to-minors legislation.

Team members operated independently of one other and unknown to the retailer. The cities visited were the same for both research waves. For each wave, a separately selected sample of about 5,000 stores was chosen at random. Retailers in five classes of trade were sampled: grocery supermarkets, convenience chains, small independent grocery/variety stores, drug stores and gas convenience chains/service stations.

Key Findings

1. Tobacco Sales-To-Minors Legislation
Compliance With Provisions Prohibiting Tobacco Sales To Minors (Table A)

This year's measurements show a marked increase in retailer compliance with federal and provincial legislation prohibiting the sale of tobacco to minors. Compliance at the national level is 60.5% in 1996, up from 47.9% in 1995.

Compliance gains are widespread. Retailers were less likely this year than last to attempt to sell cigarettes to girls, boys, younger teens or older ones. Compliance also improved among retail clerks of every age and in three of five retail classes of trade. Only in gas stores and grocery convenience chains did weighted compliance fall, though the decline is not general across regions but isolated instead to a few centers.

There remains an indisputable correlation between the refusal of retailers to sell cigarettes to minors and their willingness to ask for proof of age. In 1996, the percentage of retailers asking for ID rose to 59.1%, up from 44.7% the year before. Of those asking for ID, about ninety-six percent of retailers in either year refused to sell.

Better all-round results notwithstanding, compliance differences were observed across key variables at the national level:

- Retailers remained more likely to refuse a sale to males than to females. However, the compliance gap is much narrower this year than last.

- Younger teens were again more likely than older teens to be denied a sale.

- Youngest sales clerks (those about the same age as minors) were generally more likely to be willing to sell cigarettes to minors than older ones.

Regionally, retailer compliance is higher this year than last across many cities, contributing to the improved national situation. The influence of age and gender on results does figure regionally, but is not necessarily in line with national trends in all cities, pointing to additional variables at play in these communities. Results in several cities have also changed dramatically, for better or worse, since last year. The evidence suggests that achieving and maintaining acceptable levels of compliance is an exercise demanding constant vigilance, education and reinforcement.

Key observations at the regional level are these:

- Eighteen of twenty-five cities report higher levels of compliance this year than last; another (Campbell River/Courtnay) held steady at 100%.

- In 1996, fifteen cities report compliance levels above the national average. The highest incidence of compliance (85% or better) was recorded in:

• Campbell River/Courtnay, BC	100.0%
• North Battleford, Sask.	100.0%
• Sydney, NS	98.1%
• Medicine Hat, Alta.	93.7%
• Windsor, Ont.	93.2%
• Fredricton, NB	89.5%
• Saint John, NB	87.6%

- Compliance levels are below the national average this year in ten cities.

• Chicoutimi/Jonquiere, Que.	14.3%
• Montreal, Que.	27.9%
• Bathurst, NB	38.7%
• Quebec City	33.8%
• Charlottetown, PEI	34.3%
• Sherbrooke, Que.	45.9%
• Ottawa, Ont.	46.5%
• Kelowna, BC	53.6%
• Calgary, Alta.	55.9%
• St. John's, Nfld.	58.4%

However, compliance levels in all but one of these cities remain comparable to or better than they were one year ago. Charlottetown is the sole exception. In 1995, the city posted one of the highest compliance results of any in Canada (90.4%). This year, the decrease is generalized across all classes of trade.

- After Charlottetown, Sudbury reported the sharpest drop in compliance from one year ago. Compliance fell thirteen points, from 74.2% in 1995 to 61.1% in 1996. The present level remains above the national average.

- Four cities in Quebec contribute to the lowest compliance average reported in any region of the country (28.8%).

- The incidence of retailers willing to sell broken packs of cigarettes or contraband packs remains low and geographically isolated.

Table A - (Weighted) Sales To Minors Retailer Compliance Summary							
Region	% Unwilling To Sell (Compliant)	% Willing To Sell (Non-compliant)	% Who Did Not Sell Who Asked For ID	% Willing To Sell Who Asked For ID	% Willing To Sell Who Did Not Ask For ID	% Offering Smaller Or Broken Packs	% Offering Contraband Packs
National (All Cities)	60.5	39.5	95.8	4.2	90.5	0.6	0.5
St. John's, NFLD	58.4	41.6	96.8	3.2	91.5	0.0	0.0
Charlottetown, PEI	34.3	65.7	92.4	7.6	100.0	3.3	0.0
New Brunswick	84.8	15.2	97.8	2.2	76.5	0.8	0.0
Fredricton	89.5	10.5	100.0	0.0	71.8	0.0	0.0
Saint John	87.6	12.4	97.3	2.7	73.3	1.1	0.0
Bathurst	38.7	61.3	88.6	11.4	86.9	0.0	0.0
Nova Scotia	89.8	10.2	97.4	2.6	60.3	0.0	0.0
Truro/New	79.8	20.2	96.6	3.4	96.3	0.0	0.0
Sydney	98.1	1.9	97.9	2.1	0.0	0.0	0.0
Quebec	28.8	71.2	97.1	2.9	95.7	1.1	0.1
Montreal	27.9	72.1	98.6	1.4	95.6	0.6	0.1
Quebec City	33.8	66.2	90.6	9.4	98.0	3.2	0.0
Sherbrooke	45.9	54.1	97.7	2.3	92.8	3.9	0.0
Chic./Jonq.	14.3	85.7	100.0	0.0	91.4	5.6	0.0
Ontario	73.3	26.7	97.3	2.7	86.1	0.5	1.3
Ottawa	46.5	53.5	88.3	11.7	96.5	1.0	2.0
Toronto	77.3	22.7	98.2	1.8	85.0	0.4	1.2
Windsor	93.2	6.8	100.0	0.0	22.6	0.2	0.0
Sudbury	61.1	38.9	97.7	2.3	99.3	0.0	0.0
Manitoba	76.8	23.2	95.3	4.7	86.7	0.0	0.0
Brandon	69.3	30.7	100.0	0.0	84.2	0.0	0.0
Winnipeg	76.9	23.1	95.2	4.8	86.8	0.0	0.0
Saskatchewan	77.8	22.2	95.4	4.6	76.9	0.0	0.0
Swift Current	60.8	39.2	90.0	10.0	85.1	0.0	0.0
North Battleford	100.0	0.0	100.0	0.0	0.0	0.0	0.0
Alberta	68.6	31.4	90.7	9.3	95.3	0.2	0.0
Calgary	55.9	44.1	91.8	8.2	99.6	0.2	0.0
Edmonton	78.7	21.3	90.0	10.0	85.9	0.2	0.0
Medicine Hat	93.4	6.6	93.4	6.6	0.0	0.0	0.0
British Columbia	74.0	26.0	93.5	6.5	75.6	0.8	0.0
Vancouver	74.0	26.0	93.4	6.6	75.3	0.8	0.0
Kelowna	53.6	46.4	100.0	0.0	99.5	0.0	0.0
Campbell							

2. Tobacco Sales-To-Minors Legislation

Compliance With Posting Of Tobacco Age/Health Advisory Signs (Table B)

The percentage of retailers in full compliance with the posting of mandatory tobacco age and health advisory signs has remained essentially the same since last year--- 40.7% in 1996, compared with 42.1% in 1995.

Sign compliance is up among retailers in four of five classes of trade. A small but important drop in sign compliance was recorded among retailers in independent grocery/variety stores.

Other highlights relating to the posting of mandatory signs are:

- Since last year, full compliance has improved most visibly in eight cities, all reporting at least a ten point jump in compliance:

- Sydney	44.7% vs 2.2.% a year ago
- Truro/New Glasgow	52.8% vs 10.5% a year ago
- Saint John, NB	51.2% vs 26.4% a year ago
- St. John's, Nfld.	61.4% vs 43.9% a year ago
- Montreal	64.3% vs 47.2% a year ago
- Swift Current	84.6% vs 70.1% a year ago
- Edmonton	19.1% vs 6.8% a year ago
- Campbell River/Courtnay	86.6% vs 74.9% a year ago

  In Edmonton, despite improvement, the overall compliance figure remains low. While most stores carry the one federally mandated age restriction sign on their premises, it appears that this year, as was the case one year ago, many retailers do not have these signs in place in the right location or at every tobacco counter in the store.

- The largest drop in sign compliance (over ten points from a year ago) was reported among retailers in four cities:

_Windsor	15.2% vs 40.1% a year ago
_Fredricton	39.3% vs 54.7% a year ago
_Toronto	12.8% vs 24.8% a year ago
_Winnipeg	59.1% vs 70.5% a year ago

Full compliance with the proper posting of all signs was above the national average in nineteen of twenty-five cities. Compliance was highest (above seventy percent) in:

_Charlottetown	87.9%
_Campbell River/Courtnay	86.6%
_Swift Current	84.6%
_Calgary	79.9%
_Brandon	73.7%
_North Battleford	72.7%
_Medicine Hat	71.6%

- At a minimum, most retailers in the great majority of cities post at least one age restriction sign on their premises. Failure to fully comply occurs when retailers post only one or two of more signs required, or fail to post signs up at each designated location.

- As last year, sign compliance is generally lowest among retailers in New Brunswick and Ontario. In both provinces, provincial tobacco laws require that three different signs be posted.

Table B - (Weighted) Retailer Compliance With Mandatory Tobacco Sign Provisions

Region	Full Compliance	Age Restriction Sign	Door Decal Indicating Legal Age Of 19	Health Warning Sign	Sign Indicating Legal Age & Photo ID Required	"No Smoking " Sign	"Tobacco Can Kill You" Sign	"Tobacco Restricted" Sign & Sticker	Signs In Both Languages
National (All Cities)	40.7								
St. John's, NFLD	61.4	61.4							
Charlottetown, PEI	87.9		91.6		92.2				
New Brunswick	48.4			71.7			57.5		
Fredricton	39.3			71.8			44.7		
Saint John	51.2			69.4			60.5		
Bathurst	56.2			94.3			76.9		
Nova Scotia	48.4	92.8	86.1	66.0				66.7	
Truro/New Glasgow	52.8	97.1	90.2	67.0				70.4	
Sydney	44.7	89.2	82.6	65.1				63.7	
Quebec	63.8	65.5							63.8
Montreal	64.3	66.0							64.3
Quebec City	65.0	67.1							65.0
Sherbrooke	41.7	43.1							41.7
Chic./Jonq.	56.6	56.6							57.5
Ontario	14.6	90.6			81.1	17.4			
Ottawa	24.0	89.2			55.5	28.1			
Toronto	12.8	91.3			86.8	15.2			
Windsor	15.2	84.2			61.0	21.6			
Sudbury	25.3	79.6			36.2	35.8			
Manitoba	59.2	60.0							63.3
Brandon	73.7	73.7							74.8
Winnipeg	59.1	59.8							63.2
Saskatchewan	79.4	88.5							81.1
Swift Current	84.6	98.7							84.6
North Battleford	72.7	75.2							76.5
Alberta	46.7	50.1							81.7
Calgary	79.9	85.8							80.6
Edmonton	19.1	20.4							82.7
Medicine Hat	71.6	73.9							76.1
British Columbia	56.6			61.2	81.9				
Vancouver	56.3			61.0	81.7				
Kelowna	54.0			54.7	82.2				
Campbell River/Courtnay	86.6			86.6	100.0				

3. Retail Advertising At Point-Of-Sale

Following the Supreme Court of Canada 's ruling last year striking down key provisions of the *Tobacco Product Control Act* , regulatory restrictions on tobacco advertising at point of sale no longer apply. ACNielsen was requested to collect information on retail point-of-sale (POS) tobacco advertising in the current marketplace environment where advertising is self-regulated by the tobacco industry.

- Across retail accounts in twenty-five cities of Canada tobacco POS ads were found in thirty-six percent of stores. This figure represents the estimated percent of stores carrying at least one of five types of POS materials (shelf talkers, counter top displays, etc.). Individually, no one type of POS merchandise was available in more than seventeen percent of stores. Tobacco-related posters had the highest overall distribution (16.6%).

- Most tobacco POS came in the form of shelf talkers. Of all types monitored, shelf talkers made up just less than half (44.5%) of the national total. Stores that carried shelf talkers had in place, on average, 4.3 talkers per store.

- Convenience chains (excluding gas convenience stores) were more likely than other retail outlets to have tobacco POS ads in distribution. Two out of every three convenience chains (66.7%) had at least one tobacco POS ad in store, with all forms of POS ads, except shelf talkers, having higher distribution in these stores than any others.

- Tobacco POS ads in any form was least likely to be found in grocery supermarkets.

ACNielsen monitored POS advertising by tobacco brand in convenience chains and gas stores. The following brand-related observations hold across both retail classes of trade:

- Nationally, ad distribution was higher for "Sportsman" than for any other brand, but distribution did not exceed thirty percent in either class of trade.

- "Sportsman" had the highest national share of advertising of any brand (27.2% ad share in convenience chains and 27.9% in gas stores) and generally ranked No. 1 across all types of POS advertising

- Brand advertising is fragmented geographically, no doubt reflecting the regional strength of tobacco brand franchises.

INTRODUCTION

Preface

This is the second of two reports on research conducted to measure retailer compliance with federal and provincial tobacco sales-to-minors legislation. The research was conducted in two waves, the first of which was completed in the summer of 1995. The results, published in December of last year [1] serve as the benchmark against which the results of Wave 2, collected this summer, are compared. The research was commissioned by Health Canada's Health Protection Branch, Office Of Tobacco Control in support of the Tobacco Demand Reduction Strategy (TDRS) initiated by the federal government in 1994.

The TDRS is designed to reduce smoking in Canada through legislation, research and public education. Legislative cornerstones of the program include the *Tobacco Sales To Young Persons Act (TSYPA)* and, until key provisions were struck down by the Supreme Court last year, the *Tobacco Products Control Act (TPCA)* .[2]

The TSYPA restricts access to tobacco by young Canadians. It became law in February 1994 and prohibits retailers from selling tobacco products to anyone under 18 years of age. The Act further provides for "the posting, in places of business were tobacco is sold or furnished and where children and young teens may frequent, of signs in prescribed form, manner, place and content stating that the selling, giving or in any way furnishing of tobacco products to persons under the age of eighteen is prohibited" (Section 7.1).

These regulations of the TSYPA represent minimum federal standards. The TSYPA is the adopted legislation of Quebec, Manitoba, Saskatchewan and Alberta. The other provinces all have their own, but similar, legislative acts in place. To increase the effectiveness of enforcement and to avoid duplication, federal and provincial governments have signed cooperative enforcement agreements.

Health Canada, in collaboration with provincial authorities, commissioned ACNielsen - Canada to measure retailer compliance with the *Tobacco Sales To Young Persons Act* and with corresponding provincial legislation. For Wave 2, research originally designed to monitor compliance with provisions of the *Tobacco Products Control Act* were modified to reflect the current marketing environment for tobacco products.

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[1] ACNielsen report entitled *"Measurement Of Retailer Compliance With Respect To Tobacco Sales-To-Minors Legislation & Restrictions On Tobacco Advertising, Wave 1 Results"*, December 1995.

[2] The TPCA had been in effect since 1989 and set the guidelines for the way tobacco products were labeled, advertised and promoted in Canada. Aspects of the legislation regulating limits on the number and nature of advertising signs were struck down by the Supreme Court in Fall 1995.

Research Objectives

For Wave 2, the purpose of our research was to observe and record the following conditions at retail:

- % of Canadian retailers refusing to sell cigarettes to minors in respect of the age restrictions imposed under the TSYPA and corresponding provincial legislation;

- % of retail establishments posting mandatory signs under the TSYPA or corresponding provincial legislation. These signs carry messages about the age restrictions on tobacco products, the need for identification to be produced as proof of age and, in several provinces, carry health warnings and advisories;

- in all trade classes, an indication of the number and type of in-store tobacco promotional items in these outlets, including counter top displays, shelf talkers, danglers, posters and other promotional merchandise;

- in independent convenience stores and gas bars/service stations, the same information on in-store tobacco promotional items reported by major tobacco brand name.

This research is not designed and is not intended to provide data for prosecution purposes. The names of the retailers that were visited were not released to Health Canada. The data was collected for information purposes only. In the case of compliance measurements with respect to sales to minors legislation, Wave 2 was commissioned as a comparison against last year's data to determine whether government action of the past year has served to improve retailer compliance levels. In the case of observations related to in-store tobacco advertising and promotion, the interest is to quantify these activities one year after provisions of the TPCA restricting the use of tobacco promotions was struck down.

Methodology

For both Wave 1 and Wave 2 of the research, teams made up of two Nielsen observers, one a minor fifteen to seventeen years of age and the other an adult over nineteen years of age, were sent into a randomly selected sample of retailer establishments in twenty-five cities and towns across Canada. For Wave 2, stores were visited over a four-week period from August 12 to September 6, 1996, exactly one year after the first measurements were collected.

The responsibility of the teen researcher was to gauge the willingness of retailers to sell him/her tobacco by actually attempting to buy a twenty-pack of a name brand cigarette. In no instance was a purchase actually made. Rather, teens were given clear instructions about how to back out of any attempted sale.

The senior member of the research team was responsible for supervising the younger partner and for carrying out a visual inspection of the retailer 's place of business for the purpose of observing and recording compliance with the posting of mandatory signs under the *Tobacco Sales To Young Persons Act* or similar provincial legislation. These people were also responsible for collecting information on in-store tobacco advertising and promotions.

To minimize the influence of age and gender on compliance levels, we endeavored to send young people of the same gender and age as last year into the same retail classes of trade and in the same communities as last year. Nationally, the age dispersion of teen visits to retail establishments in Wave 2 is similar, but not identical, to that in Wave 1. By gender, the split between stores visited by male and female teens is not quite half, and is inverted from a year ago slightly in favor of female researchers.

Table i - National Sample Dispersion By Age & Gender Of Teen Researchers

	Wave 1 - 1995	Wave 2 - 1996
Sample Size (# Store Visits)	5,016	4,950
15 Year Olds	37.9%	34.4%
16 Year Olds	37.5%	46.8%
17 Year Olds	24.6%	18.8%
Female	47.1%	52.1%
Male	52.9%	47.9%

On the whole, the average weighted age and gender of teen researchers is quite consistent between waves with the differences being neither large enough nor of a nature to exert any dominant influence on the direction of this year 's results:

Table ii - Store Visits By Average Weighted Age Of Teen Visitors By Gender

Weighted Age Of:	Wave 1 - 1995	Wave 2 - 1996
All Teen Researchers	15.86 yrs	15.84 yrs
Female Teen Researchers	15.90 yrs	15.83 yrs
Male Teen Researchers	15.83 yrs	15.86 yrs

The legislative environment respecting the sale of tobacco products to minors has not changed greatly in twelve months. The only change of note was in Nova Scotia where the province's *Tobacco Access Act* was in full force in 1996 after it 's introduction around the time of last year 's compliance measurements and which, at that time, prevented us from properly evaluating compliance with the posting of tobacco advisory signs mandated by the Act.

Sample & Scope

The sample of retail establishments used for Wave 2 was selected randomly and independently of the sample used for Wave 1. All other aspects of sample selection were held constant. Universe definitions and sampling procedures were identical in both cases. We visited the same twenty-five communities this year as last year.

A targeted national sample of 5,000 retailers was originally selected from best-available universe estimates across each of the chosen cities. The sample frame was designed to ensure equal chances of representation for retailers in each of five classes of trade where tobacco products are sold:

- grocery supermarket banners
- chain convenience banners, excluding gas convenience stores
- small independent "Mom & Pop" stores, also identified as "Remaining Grocery" stores and including corner stores, non-chain convenience stores and variety stores
- gas convenience banners and service station kiosks
- drug stores

Once field work began, some selected sample stores were found to be closed and others found not to sell tobacco. In either case, Nielsen field staff were instructed to replace the store with another retail establishment of the same type located in close proximity to the original outlet. When additional stores of the same type that sold tobacco could not be found, the original sample store was replaced by a store from another class of trade in the same area. In certain communities, however, not enough replacement stores were found. It is for this reason that the final sample size may differ slightly within cities from that originally intended. The final sample count for Wave 2 is 4,950 tobacco-selling establishments nationally, just below the 5,000 stores originally selected and slightly less than the 5,036 establishments visited in 1995. (Refer to Table iii, next page, for a breakdown of the final sample and how it compares against the target and last year 's sample frame.)

Sample Weighting

Once results were in, raw level data from our sample stores was weighted statistically to reflect the distribution of total stores in the universe within the twenty-five communities. Weighting allows us to estimate conditions we likely would have found had we visited

every retail outlet in the twenty-five areas instead of just those stores in our representative sample. In no instance, however, has an attempt been made to project results beyond the retail universe in the urban areas sampled.

Unless otherwise mentioned, all the percentages quoted in this report are results after weightings have been applied.

NOTE: Readers attempting to replicate weighted percentage figures using raw sample sizes will yield different results from those generally reported.

Table iii - Nielsen Tobacco Compliance Sample - Wave 2 (Aug-Sept, 1996)

City	Convenience	Drug	Gas	Grocery	Rem.	1996	Target	1995
Total Sample	1001	643	1156	780	1370	4950	5000	5036
St. John's, Nfld.	34	42	55	18	52	201	208	199
Charlottetown, PEI	19	8	31	10	21	89	92	84
Fredericton	6	15	28	11	45	105	106	105
Saint John, NB	21	23	23	16	77	160	159	157
Bathurst	3	7	16	9	23	58	59	63
Truro/New Glasgow	39	21	39	3	41	143	146	127
Sydney	14	20	29	19	43	125	122	115
Montreal	132	77	104	101	97	511	511	611
Quebec City	95	39	121	100	32	387	390	381
Sherbrooke	22	13	34	19	39	127	129	147
Chic./Jonquiere	20	21	28	17	80	166	167	159
Ottawa	115	0	70	36	79	300	301	302
Toronto	48	0	84	68	229	429	398	417
Windsor	46	0	36	17	70	169	175	175
Sudbury	9	0	28	12	63	112	113	113
Brandon	4	1	14	7	10	36	42	41
Winnipeg	74	57	81	65	62	339	340	321
Swift Current	1	4	12	4	7	28	28	31
North Battleford	2	6	13	3	1	25	25	17
Calgary	96	70	74	51	75	366	377	376
Edmonton	96	100	91	68	65	420	407	407
Medicine Hat	7	10	26	7	14	64	65	64
Vancouver	84	91	87	95	94	451	473	471
Kelowna	8	11	27	12	25	83	86	79
Campbell River/Courtney	6	7	5	12	26	56	81	74

RESEARCH FINDINGS

PART A
TOBACCO SALES-TO-MINORS LEGISLATION

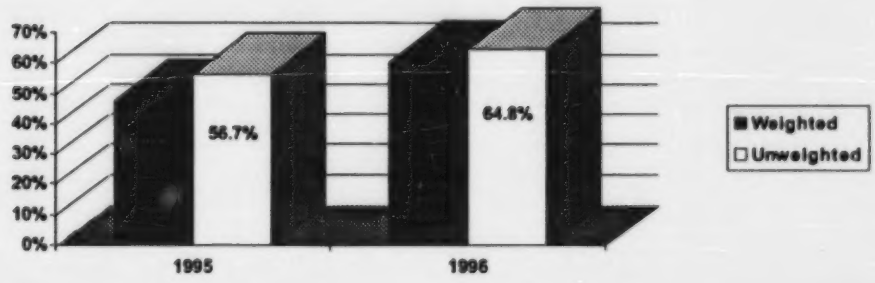
Section 1: Tobacco Sales To Minors

This section presents our findings of retailer compliance with respect to those provisions of sales-to-minors legislation prohibiting the sale of tobacco products to underaged youth. Results of compliance audits conducted in 1996 are compared against findings from benchmark statistics collected in 1995.

1.1. National Results

The national estimate of retailers refusing to sell cigarettes to minors in 1996 is 60.5%. This figure is weighted, i.e., raw figures have been adjusted to reflect conditions we likely would have found had all stores in our universe been visited, instead of just a sample of stores. Unweighted, the compliance figure is 64.8%. These findings are an improvement over 1995 compliance estimates. Both weighted and raw sample results are markedly higher this year than last:

Chart 1: % Retailers Refusing To Sell Cigarettes To Minors - National All Outlets



Findings for 1996 reinforce the correlation between the willingness of retailers to ask for identification and their likelihood to refuse a sale when proof of age is not shown. For the second consecutive year, over ninety percent of retailers who asked teens to present

identification refused to sell when none was available. Conversely, among retailers who did not ask for ID, an equally high percentage (90.5%) were willing to sell. Contributing to higher compliance figures in 1996 is the fact that more retailers at the outset asked for identification this year than last (Table 1).

The incidence of retailers who asked for ID and who were still prepared to sell remained low and quite consistent with last year 's findings. The absolute number of retailers who behaved this way is 138, or 4.4% of all those who asked for ID in 1996. This figure compares with 106 retailers, or 4.0% of those who requested ID one year ago.

In 1996, fewer cases were reported of retailers willing to sell cigarettes to minors in broken packs or packs of fewer than twenty cigarettes. There were only twenty-six attempted transactions of this nature (versus 106 attempts in 1995). In addition, we came across only seven retailers prepared to sell contraband tobacco to minors.

Table 1 - Findings Related To Request For Proof Of Age - National All Stores

	Wave 1 - 1995			Wave 2 - 1996		
	Weighted %	Raw %	Raw # Of Stores	Weighted %	Raw %	Raw # Of Stores
% Retailers Asking For ID	44.7%	53.0%	2,669	59.1%	63.7%	3,152
% Retailers Not Asking For ID	55.3%	44.7%	2,367	40.9%	36.3%	1,798
• % Retailers That Asked & Who Refused To Sell	94.0%	96.0%	2,563	95.8%	95.6%	3,014
• % Retailers That Asked For ID & Who Were Willing To Sell	6.0%	4.0%	106	4.2%	4.4%	138
• % Retailers Not Asking For ID & Willing To Sell	90.0%	92.0%	2,178	90.5%	89.3%	1,605
% Retailers Offering Broken Pack	1.8%	2.1%	106	0.6%	0.5%	26
% Retailers Offering Contraband	NA	NA	NA	0.5%	0.1%	7

1.1.1. National Results By Age Of Minor

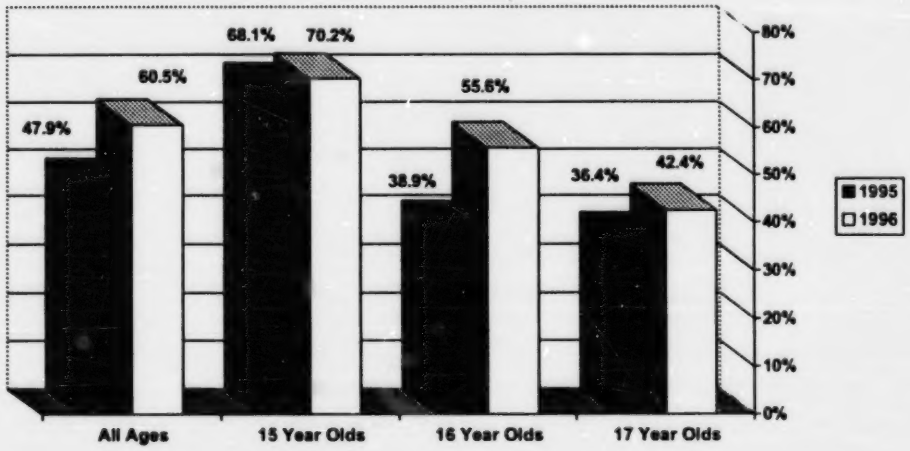
A year ago it was observed that retailers were far more likely to refuse tobacco sales to fifteen year olds than they were to sixteen or seventeen year olds. One year later, national

trends continue to uphold the hypothesis that older teens have an easier time purchasing tobacco than younger ones. The latest findings report compliance in the case of fifteen year old customers to be just over seventy percent (little changed from the 68.1% of a year ago), with the level of retailer compliance falling steadily as the age of potential customers increases to sixteen and seventeen years.

Note: Age results should be interpreted in relative terms with not too much emphasis placed on absolute figures since no attempt has been made to control for age in the design of this study.

Most encouraging in this year 's results is that a higher proportion of retailers refused to sell cigarettes to teens of all ages. Improved levels of compliance nationally thus reflect real and measurable levels of improvement across age variables and is not the effect of a shift in the age mix of recruited teen observers. Indeed, results represent the cumulative experience of a team of teen researchers whose average age nationally has changed little between study waves (refer Table ii, Introduction).

Chart 2 - Weighted
Sales Compliance Results By Age Of Minor - National All Stores
% Retailers RefusingTo Sell Cigarettes To Minors



It remains as true today as it did one year ago that compliance figures correlate almost exactly with the percentage of retailers asking each age group for identification. This year the proportion of retailers who asked for ID was higher at each age group. At the same time, over ninety percent of all teens asked to produce ID were refused cigarettes, no matter how old they were. Sixteen year olds were asked for ID considerably more regularly in 1996 than in 1995 (Table 2, next page).

Table 2 - National Retailer Compliance By Age Of Minor (Wave 2 vs Wave 1)						
Weighted	% Retailers Asking ID When Minor Was:			% Retailers Asking For ID & Refusing To Sell To Minors:		
	15 Yrs Old	16 Yrs Old	17 Yrs Old	15 Yrs Old	16 Yrs Old	17 Yrs Old
1996	64.7%	57.8%	45.7%	98.7%	92.8%	91.0%
1995	56.3%	39.9%	36.9%	96.6%	91.7%	94.6%

In 1996 as one year ago, we found retailers willing to assume that youngest teens were under age and refusing to sell without bothering to ask for identification. However, these retailers are few. The overwhelming majority of retailers who fail to ask for identification are inclined to sell cigarettes to minors. On the whole, older teens were less likely than younger ones to be asked for proof of age and it is precisely for this reason that older teens were more likely than younger ones to have been offered cigarettes for sale.

Chart 3 - Weighted - Retailer Compliance Indicators By Age Of Minor
National - All Stores - Wave 2 (1996)

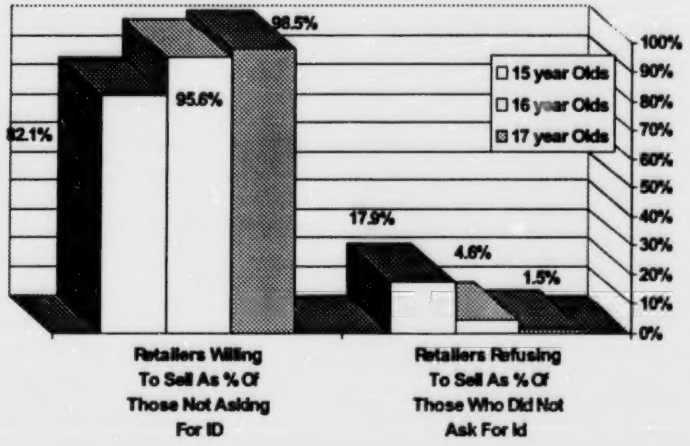
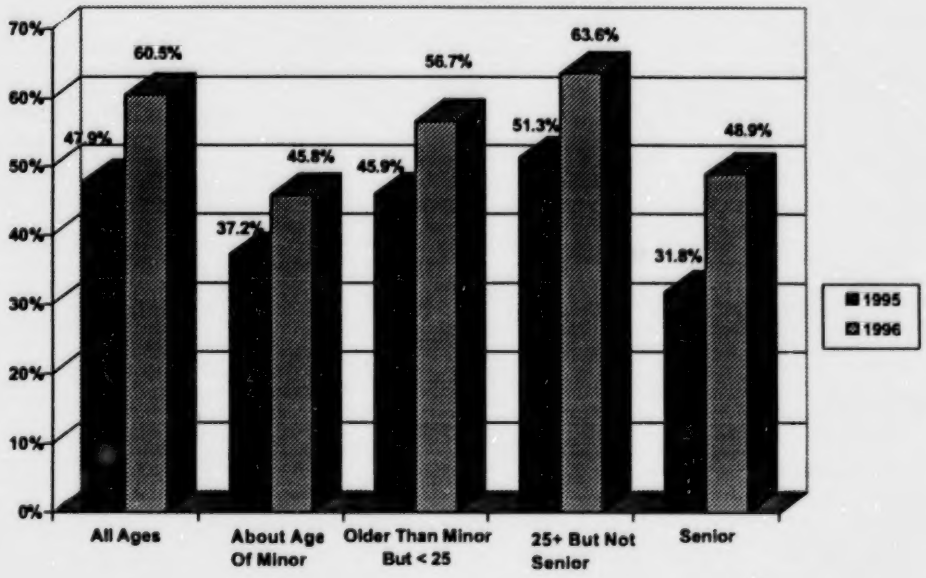


Table 3 - Corresponding Figures From Wave 1 (1995) - Weighted						
	Retailers Willing To Sell As % Of Those Not Asking For ID When Minor Was:			Retailers Refusing To Sell As % Of Those Not Asking For ID When Minor Was:		
	15 Yrs Old	16 Yrs Old	17 Yrs Old	15 Yrs Old	16 Yrs Old	17 Yrs Old
1995	68.6%	96.2%	97.8%	31.4%	3.8%	2.2%

1.1.2. National Results By Age Of Clerk

Latest results reaffirm the influence of a store clerk 's age on compliance. Youngest clerks--- those closest in age to the minors they serve--- are less likely than older clerks to refuse a tobacco sale. In 1996, compliance levels among youngest clerks is 45.8%, well below the 60.5% level of compliance reported overall. However, the figure is an improvement over year ago results and underscores enhanced compliance levels among retailers of all ages.

Chart 4 - % Retailers Refusing To Sell To Minors By Age Of Retailer
Weighted - National (All Store TYpes)



One year ago we remarked that seniors appeared more willing than younger clerks to sell cigarettes to minors. At that time, seniors reported the lowest compliance rate among retailers. The finding traced to observations made in a few large urban centers, the effect of which was to skew the weighted results down for this age group, nationally.

Seniors continue to report the lowest weighted compliance levels among clerks twenty-five years of age or older. Once again, the weakness traces to a handful of communities and is not symptomatic of a national problem. In fact, the raw statistics reveal that among 250 cases of young people served by seniors, well over half (57.2%) were refused cigarettes.

Whatever the age of the sales clerk, the predisposition to ask for proper proof of age is a determining indicator of their propensity to refuse a sale. In 1996 retailers of every age were more ready than in 1995 to ask for ID; youngest and oldest clerks were still less likely than others to ask for identification and; youngest clerks were the most likely of any retailers to sell despite requesting proof of age (9.2% of the time). A larger proportion of older than younger clerks did refuse a sale outright without asking for ID, but generally speaking and to a high degree, failure to request identification translated into willingness to sell.

Table 4 - Compliance Indicators By Age Of Retailer - Weighted (All Store Types)

	Asked For ID		Did Not Ask For ID	
	1995	1996	1995	1996
% All Retailers Aged:				
About Age Of Minor	36.3%	48.5%	63.7%	51.5%
Adult Under 25 Years	43.6%	56.8%	56.4%	43.2%
25+ But Not Senior	47.2%	61.8%	52.8%	38.2%
Senior	31.6%	42.1%	68.4%	57.9%
% Willing To Sell:				
About Age Of Minor	8.5%	9.2%	93.6%	96.6%
Adult Under 25 Years	3.0%	5.5.%	93.6%	93.1%
25+ But Not Senior	6.6%	3.7%	86.4%	89.2%
Senior	9.2%	0.2%	95.5%	88.1%
% Unwilling To Sell:				
About Age Of Minor	91.5%	90.8%	6.4%	3.4%
Adult Under 25 Years	97.0%	94.5%	6.4%	6.9%
25+ But Not Senior	93.4%	96.3%	13.6%	10.8%
Senior	90.8%	99.8%	4.5%	11.9%

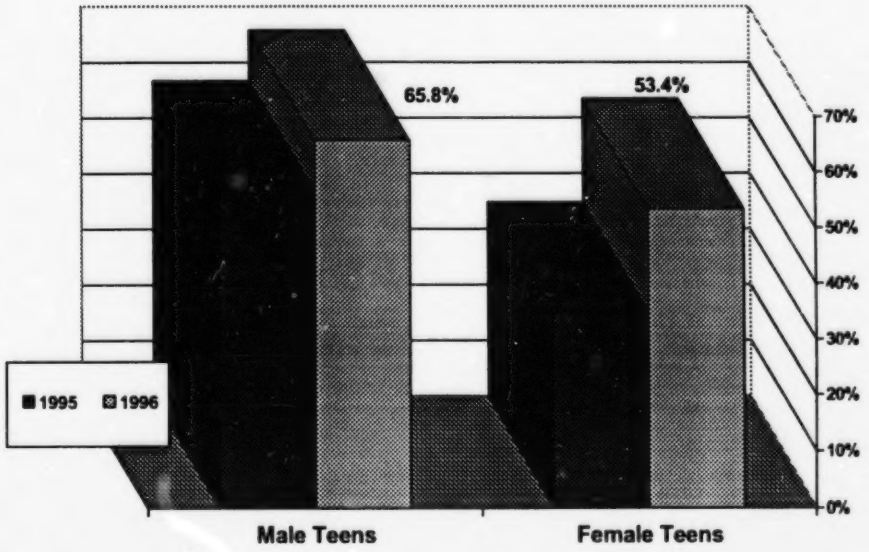
1.1.3. National Results By Gender

We are less confident than we were a year ago about any direct role gender plays in affecting retailer refusals to sell cigarettes to minors. In 1995, the gap between the ability of male and female teens to obtain cigarettes was decidedly lopsided, suggesting boys were almost twice as likely as girls to be refused cigarettes by retailers (56.5% compliance when boys were involved versus 34.8% compliance in the case of girls). In 1996, the weighted national results still suggest boys have a harder time than girls getting tobacco, but the compliance gap has narrowed considerably.

Like our findings by age, these findings must also be interpreted cautiously and for similar reasons. These observations do not hold consistently across communities and the weighted findings are being influenced by conditions monitored in larger urban centers and/or retail accounts that are more numerous than others in the general population. Here

again, no attempt was made to control for gender in the design of this study. The weighted findings are noteworthy for comparative purposes but may reflect little more than the general compliance tendencies already existing in the regions or in the classes of trade where youths of either sex visited. In this vein, the improved compliance level reported among retailers when serving girls may be simply indicative of better compliance overall. The most convincing statistic to point to, and certainly the most encouraging one, is that retailers are less likely today than a year ago to sell to underage teens of either sex.

Chart 5 - % Retailers Refusing To Sell Cigarettes To Minors
By Gender Of Teen - Weighted National (All Store Types)



1.1.4. National Results By Class Of Trade

At the raw (unweighted) level, retailers reported compliance of at least sixty percent across every type of establishment. Retailers in one class of trade were as likely as those in any other to refuse to sell cigarettes to minors. The level of compliance was also higher within each type of establishment this year over last (Table 5).

The picture changes significantly once weights are applied (Table 6). Weighted statistics estimate the results we would have found had we measured compliance in *every* outlet of *every* account, instead of relying on samples in the twenty-five urban centers covered by our research. Weighted results show the following:

- compliance falls below the national average in convenience chains and gas kiosk/service stations and,

- in the case of convenience chains, compliance was lower this year than last.

More positively, compliance remains higher this year than last among the "remaining grocery", i.e., independent "mom & pop" type grocery and variety store operations, grocery supermarkets and drug stores.

Table 5 - Compliance By Class Of Trade - Raw (Unweighted) Results		
% Retailers Refusing To Sell To Minors	Wave 1 (1995)	Wave 2 (1996)
All Store Types	56.9%	64.8%
Chain Convenience	62.9%	64.4%
Drug Outlets	62.3%	73.1%
Gas Convenience/Service Stations	55.9%	60.1%
Grocery Supermarkets	58.7%	66.9%
Remaining Independent Grocery Stores	49.6%	63.9%

Table 6 - Compliance By Class Of Trade - Weighted Results		
% Retailers Refusing To Sell To Minors	Wave 1 (1995)	Wave 2 (1996)
All Store Types	47.9%	60.5%
Chain Convenience	60.7%	54.7%
Drug Outlets	54.2%	65.2%
Gas Convenience/Service Stations	56.6%	55.1%
Grocery Supermarkets	54.0%	60.7%
Remaining Independent Grocery Stores	43.2%	61.4%

Two sets of figures from the same survey and two somewhat different interpretations. What does it mean? Quite simply, the shift caused to the raw results by weighting is indicative of radically different compliance levels between store types within a few specific cities and towns. Where compliance drops for certain store types when raw findings are weighted it does so because of one or two communities where clerks in these stores are prepared to sell to minors more often than their retail counterparts in that community. (This issue is discussed further in Section 1.2.2., *Regional Results By Class Of Trade*).

1.2. Results By City/Province/Region

Federal sales-to-minors legislation (*Tobacco Sales To Young Persons Act*) mandates that retailers are not to sell tobacco products to minors below the age of eighteen. Quebec, Alberta, Saskatchewan and Manitoba are the provinces currently regulated under minimum federal law. The remaining provinces each have equivalent, more stringent legislation where the legal age for sales is nineteen. Since last year, the only change affecting sales-to-minors legislation in Canada occurred in Nova Scotia where provincial standards replaced those of the federal government.

Nationally it has been observed that the overall percentage of retailers refusing to sell cigarettes to minors (i.e., those in compliance with federal or provincial requirements) rose significantly, from 47.9% in 1995 to 60.5% in 1996. The national gains reflect widespread improvements regionally. In 1996, eighteen of twenty-five communities reported higher levels of compliance than they did one year ago. Another (Campbell River/Courtnay) held at one hundred percent. Of these locations, eight reported compliance gains of twenty percentage points or better.

Only six of twenty-five communities reported lower levels of retailer compliance this year than they did one year ago. Two of these (Fredricton and Saint John, N.B.) dropped from near perfect compliance to slightly lower, but still above-average compliance, while two others (Chicoutimi/Jonquiere and Medicine Hat) dropped only marginally--- to the point that the loss is insignificant. In the end, the sharpest drops were recorded in Charlottetown, PEI (from 90.4% in 1995 to 34.3% in 1996) and Sudbury, Ontario (from 74.2% in 1995 to 61.1% in 1996).

Quebec continues to be the region where retailer compliance is lowest and where the failure of retailers to comply is spread across the four cities visited.

Below are more highlights of the 1996 compliance measurements by city, province and region of Canada:

- The percentage of retailers refusing to sell cigarettes to minors was above the national average (60.5%) in fifteen of twenty-five cities polled. This number compares favorably to the sixteen cities that reported above-average compliance in 1995 when overall compliance was considerably lower (47.9%).

- The highest incidence of compliance (85% or better) was reported in seven cities:

  - Campbell River/Courtnay, BC 100.0%
  - North Battleford, Sask. 100.0%
  - Sydney, NS 98.1%
  - Medicine Hat, Alta. 93.7%

- Windsor, Ont. 93.2%
- Fredricton, NB 89.5%
- Saint John, NB 87.6%

Of these seven cities, North Battleford and Windsor are new to the list of those achieving top marks (i.e., were not part of a similar list based on 1995 measurements). The other five cities all make the list for the second year running. Only one city, Charlottetown, dropped from this year 's listing.

- Eight cities report compliance gains of twenty share points or more. The sharpest increases are in Swift Current (from 18.8% to 60.8%) and North Battleford (from 63.7% to 100.0%), both in Saskatchewan (Table 7).

- Compliance levels are below the national average in ten cities. Each of the cities included from Quebec rank among those with the lowest level of reported compliance:

  - Chicoutimi/Jonquiere, Que. 14.3%
  - Montreal, Que. 27.9%
  - Bathurst, NB 38.7%
  - Quebec City 33.8%
  - Charlottetown, PEI 34.3%
  - Sherbrooke, Que. 45.9%
  - Ottawa, Ont. 46.5%
  - Kelowna, BC 53.6%
  - Calgary, Alta. 55.9%
  - St. John's, Nfld. 58.4%

  Charlottetown is the major surprise in the list above, falling from very high levels of compliance (90.4%) in 1995 to one of the lowest in 1996. Kelowna is also new to this year's list, but this is due to the fact that the national compliance level is higher this year than last; the compliance figure for Kelowna remains virtually unchanged from a year ago.

- Across regions, the likelihood of retailers refusing to sell cigarettes to minors correlates strongly with their willingness to ask for ID. In every city we visited, compliance among retailers asking for ID neared or exceeded ninety percent (Table 8).

As was the case one year ago, the willingness of retailers to sell to minors even after ID was asked for and not shown is low in all cities, but above the national average in a few:

• Ottawa, Ont.	11.7%
• Bathurst, NB	11.4%
• Swift Current, Sask.	10.0%
• Edmonton, Alta.	10.0%
• Calgary, Alta.	8.2%
• Medicine Hat, Alta.	6.6%
• Vancouver, BC	6.6%
• Winnipeg, Man.	4.8%

The figures represent retailers willing to sell as a percent of those who asked for ID. These percentages represent relatively few actual violations. Only 138 incidences of this sort were reported nationally.

- The incidence of retailers willing to sell packs of fewer than twenty cigarettes, another violation of federal and provincial laws, is very small, but highest in Chicoutimi/Jonquiere (nine attempted violations out of twenty six reported nationally).

- The seven reported cases of retailers attempting to sell contraband cigarettes are from three cities: Ottawa, Toronto and Montreal.

Table 7 - % Retailers Refusing To Sell By Region
1996 vs 1995 Results (Weighted)

Region	1995 Results	1996 Results	Net Gain/Loss
National (All Cities)	47.9	60.5	12.6
St. John's, Newfoundland	33.2	58.4	25.2
Charlottetown, PEI	90.4	34.3	(56.1)
New Brunswick	88.8	84.8	(4.0)
Fredricton	99.9	89.5	(10.4)
Saint John	94.2	87.6	(6.6)
Bathurst	8.3	38.7	30.4
Nova Scotia	75.5	89.8	14.3
Truro/New Glasgow	50.5	79.8	29.3
Sydney	96.8	98.1	1.3
Quebec	23.9	28.8	4.9
Montreal	27.7	27.9	0.2
Quebec City	9.1	33.8	24.7
Sherbrooke	32.7	45.9	13.2
Chicoutimi/Jonquiere	16.0	14.3	(1.7)
Ontario	62.2	73.3	11.1
Ottawa	40.1	46.5	6.4
Toronto	68.6	77.3	8.7
Windsor	63.1	93.2	30.1
Sudbury	74.2	61.1	(13.1)
Manitoba	56.5	76.8	20.3
Brandon	61.0	69.3	9.3
Winnipeg	56.4	76.9	20.5
Saskatchewan	30.1	77.8	47.7
Swift Current	18.8	60.8	42.0
North Battleford	63.7	100.0	36.3
Alberta	60.1	68.6	8.5
Calgary	42.1	55.9	13.8
Edmonton	75.4	78.7	3.3
Medicine Hat	95.6	93.4	(2.2)
British Columbia	69.2	74.0	4.8
Vancouver	69.1	74.0	4.9
Kelowna	53.2	53.6	0.4
Campbell River/Courtnay	100.0	100.0	0.0

Table 8 - Weighted -Sales To Minors Compliance Results By City/Province/Region (Wave 2 - 1996)

Region	% Not Willing To Sell	% Willing To Sell	% Of Those Who Asked For ID & Did Not Sell	% Who Asked For ID & Would Sell	% Who Did Not Ask For ID & Would Sell	% Offering Smaller Packs	% Offering Contraband Packs
National (All Cities)	60.5	39.5	95.8	4.2	90.5	0.6	0.5
St. John's, NFLD	58.4	41.6	96.8	3.2	91.5	0.0	0.0
Charlottetown, PEI	34.3	65.7	92.4	7.6	100.0	3.3	0.0
New Brunswick	84.8	15.2	97.8	2.2	76.5	0.8	0.0
Fredricton	89.5	10.5	100.0	0.0	71.8	0.0	0.0
Saint John	87.6	12.4	97.3	2.7	73.3	1.1	0.0
Bathurst	38.7	61.3	88.6	11.4	86.9	0.0	0.0
Nova Scotia	89.8	10.2	97.4	2.6	60.3	0.0	0.0
Truro/New Glasgow	79.8	20.2	96.6	3.4	96.3	0.0	0.0
Sydney	98.1	1.9	97.9	2.1	0.0	0.0	0.0
Quebec	28.8	71.2	97.1	2.9	95.7	1.1	0.1
Montreal	27.9	72.1	98.6	1.4	95.6	0.6	0.1
Quebec City	33.8	66.2	90.6	9.4	98.0	3.2	0.0
Sherbrooke	45.9	54.1	97.7	2.3	92.8	3.9	0.0
Chic./Jonq.	14.3	85.7	100.0	0.0	91.4	5.6	0.0
Ontario	73.3	26.7	97.3	2.7	86.1	0.5	1.3
Ottawa	46.5	53.5	88.3	11.7	96.5	1.0	2.0
Toronto	77.3	22.7	98.2	1.8	85.0	0.4	1.2
Windsor	93.2	6.8	100.0	0.0	22.6	0.2	0.0
Sudbury	61.1	38.9	97.7	2.3	99.3	0.0	0.0
Manitoba	76.8	23.2	95.3	4.7	86.7	0.0	0.0
Brandon	69.3	30.7	100.0	0.0	84.2	0.0	0.0
Winnipeg	76.9	23.1	95.2	4.8	86.8	0.0	0.0
Saskatchewan	77.8	22.2	95.4	4.6	76.9	0.0	0.0
Swift Current	60.8	39.2	90.0	10.0	85.1	0.0	0.0
North Battleford	100.0	0.0	100.0	0.0	0.0	0.0	0.0
Alberta	68.6	31.4	90.7	9.3	95.3	0.2	0.0
Calgary	55.9	44.1	91.8	8.2	99.6	0.2	0.0
Edmonton	78.7	21.3	90.0	10.0	85.9	0.2	0.0
Medicine Hat	93.4	6.6	93.4	6.6	0.0	0.0	0.0
British Columbia	74.0	26.0	93.5	6.5	75.6	0.8	0.0
Vancouver	74.0	26.0	93.4	6.6	75.3	0.8	0.0
Kelowna	53.6	46.4	100.0	0.0	99.5	0.0	0.0
Campbell							

1.2.1. Influence Of Age On Results By Region

Age Of Minors (Table 9)
The age of minors attempting to purchase cigarettes has been observed to influence retailers' decisions to sell or not sell cigarettes. At the national level, we have collected evidence over two consecutive waves of research suggesting that, on the whole, retailers are far less likely to sell to very young teens than they are to older ones. The reader is reminded, however, that this hypothesis has not been tested under controlled conditions--- we did not send teens of varying ages into the same store to test compliance. As such, the national data may be reflecting conditions already present in the regions where youths of various age were sent to collect their findings.

Obviously this is the case to a fair degree, otherwise how can we explain differences in compliance found to exist across regions even when observations are limited to stores visited by teens of the same age? Why is it, for example, that retailer compliance when serving fifteen year olds averages 93.0% in Toronto but only 34.2% in Montreal. Similarly, why were seventeen year olds refused a sale fifty-nine percent of the time in Sudbury but only twenty-six percent of the time in Calgary? Other forces besides age are clearly at play.

Intuitively we know that how old a teenager *looks* is more likely than the age they actually are to influence retailers to ask for ID and consequently, to refuse a sale on the majority of occasions. In Ottawa this year 's experience of one seventeen year old and one sixteen year old used in the research hints at how looks and perhaps gender, more than any minor difference in age, can possibly influence compliance. There is telling difference in the incidence of refusal experienced by the younger female researcher compared with the older male one. Where the sixteen year old female was involved, compliance was 69.3%. Where the seventeen year old male was involved, compliance dropped to 15.7%. In the end, it is the experience of the older researcher alone that brought the compliance level reported for Ottawa below the level of the national average.

Age may have played a role in reducing retailer compliance in Charlottetown in 1996. Last year, one fifteen year old male was used in the research; this year, one aged sixteen. If the hypothesis is correct that youngest teens are more likely to be refused a sale, then some drop in compliance levels should have been expected in Charlottetown in 1996. We wonder, however, whether age is the only factor--- or even the most telling one--- underscoring a fifty-sixty point swing in compliance among area retailers, from 90.4% to 34.3%.

This year's improved results in Swift Current may also have been influenced to a degree by the use of a sixteen year old girl to visit stores instead of one seventeen years old, employed last year. Compliance jumped forty-two points in Swift Current, from 18.8% to 60.8%. (Results are based on a small sample of no more than thirty-one stores).

We attempted, but did not always succeed, to have teens of the same age as a year ago conduct compliance audits in stores in the same city as one year ago. In the end, the personnel changes between audits did not have a significant impact on results. Nationally, the average age of teen researchers was kept constant between Wave 1 and Wave 2 at 15.8 years and would not explain the sharp jump in compliance. By city, the average age of researchers changed in seventeen of twenty-five locations, but in eleven of these, compliance trends went in the opposite direction (generally higher) than what would have been expected if age was the influencing variable. Among locations like Swift Current, Charlottetown, cities in Quebec and in New Brunswick where compliance moved in trend with the age hypothesis, the shifts were either too dramatic or insignificant for age to have been the principle motivating factor.

It is important to keep in mind is that what was observed in places like Ottawa, Charlottetown and Swift Current accurately reflects how retailers behaved in response to the research teams sent in to measure compliance. The findings illustrate that, at any point in time, individual retailers are motivated towards or away from compliance by competing forces, and that achieving and maintaining adequate levels of compliance with tobacco sales-to-minors legislation is a complicated exercise demanding constant vigilance, continuing education and continuous reinforcement.

Table 9 - Weighted - Sales To Minors Compliance Results By City/Province/Region % Retailers Unwilling To Sell By Age Group Of Minor - Wave 2 (1996)				
Region	All Ages	15 Year Olds	16 Year Olds	17 Year Olds
National (All Cities)	60.5	70.2	55.6	42.4
St. John's, Newfoundland	58.4	-	58.4	-
Charlottetown, PEI	34.3	-	34.3	-
New Brunswick	84.8	38.7	88.1	-
Fredricton	89.5	-	89.8	-
Saint John	87.6	-	87.6	-
Bathurst	38.7	38.7	-	-
Nova Scotia	89.8	-	89.8	-
Truro/New Glasgow	79.8	-	79.8	-
Sydney	98.1	-	98.1	-
Quebec	28.8	34.8	24.7	7.0
Montreal	27.9	34.2	24.7	4.1
Quebec City	33.8	41.2	25.0	19.6
Sherbrooke	45.9	45.9	-	-
Chicoutimi/Jonquiere	14.3	14.3	-	-
Ontario	73.3	93.0	44.1	18.9
Ottawa	46.5	-	69.3	15.7
Toronto	77.3	93.0	26.2	-
Windsor	93.2	-	93.2	-
Sudbury	61.1	-	62.1	59.0
Manitoba	76.8	77.1	76.4	-
Brandon	69.3	69.3	-	-
Winnipeg	76.9	77.2	76.4	-
Saskatchewan	77.8	-	77.8	-
Swift Current	60.8	-	60.8	-
North Battleford	100.0	-	100.0	-
Alberta	68.6	84.9	79.5	50.7
Calgary	55.9	-	90.3	26.0
Edmonton	78.7	84.6	66.1	84.0
Medicine Hat	93.4	93.4	-	-
British Columbia	74.0	99.0	81.5	64.9
Vancouver	74.0	98.9	83.0	64.9
Kelowna	53.6	-	53.6	-
Campbell River/Courtnay	100.0	100.0	-	-

Age Of Retail Clerk (Tables 10 & 11)

At the regional level it is not as clear as national results would suggest, that youngest clerks are less likely than older ones to refuse to sell cigarettes to minors.

Youngest clerks (those closest in age to the teens they were serving) behaved in line with the national trend and reported compliance levels significantly below the regional average in seven of twenty-five cities:

- Charlottetown
- Truro/New Glasgow
- Toronto
- Windsor
- Calgary
- Vancouver
- Kelowna

In six other cities the comparison could not be made (no very young retailers) while elsewhere, youngest clerks were no less and occasionally more likely to comply with restrictions against selling to minors than older clerks.

In Charlottetown, where overall compliance was much lower this year than last, compliance figures are comparatively lower this year across all retailer age brackets.

In Swift Current, where overall compliance reported the strongest improvement of any city since one year ago, compliance was higher this year across all retailer age brackets.

Nationally, senior sales people reported a level of compliance below the national average. In fact, the national finding is weighted sharply lower by poor results among seniors collected in only a handful of communities--- across four cities in Quebec, in Bathurst, NB. and in Kelowna, BC.

Consistent with last year 's findings, the willingness of a retailer of any age, in any city to refuse a sale is directly affected by their initial willingness to request proper proof of age. Addressing the conditions that encourage or discourage retail clerks from asking for ID at the outset remains the key to achieving compliance in any city, province or region of Canada (Table 11).

Table 10 - Weighted - Sales To Minors Compliance Results By City/Province/Region
% Retailers Unwilling To Sell By Age Of Clerk - Wave 2 (1996)

Region	All Ages	About Same Age Of Minor	Older Than Minor But <25	25+ But Not Senior	Senior
National (All Cities)	60.5	45.8	56.7	63.6	48.9
St. John's, Newfoundland	58.4	100.0	63.0	56.9	44.3
Charlottetown, PEI	34.3	14.6	54.6	27.2	100.0
New Brunswick	84.8	97.0	84.7	84.6	67.2
Fredricton	89.5	-	90.0	89.0	100.0
Saint John	87.6	100.0	86.2	87.8	100.0
Bathurst	38.7	88.2	31.7	36.7	21.2
Nova Scotia	89.8	57.9	93.7	90.1	100.0
Truro/New Glasgow	79.8	57.9	86.1	80.5	100.0
Sydney	98.1	-	100.0	97.3	100.0
Quebec	28.8	27.8	30.0	29.9	17.2
Montreal	27.9	27.3	27.8	29.8	15.7
Quebec City	33.8	31.8	40.3	30.7	27.8
Sherbrooke	45.9	-	62.1	43.1	-
Chicoutimi/Jonquiere	14.3	-	31.9	6.2	12.5
Ontario	73.3	49.4	70.1	74.3	87.0
Ottawa	46.5	71.2	55.0	41.6	54.1
Toronto	77.3	37.4	73.3	78.5	100.0
Windsor	93.2	82.3	96.0	96.1	79.5
Sudbury	61.1	70.4	47.6	64.8	66.7
Manitoba	76.8	84.6	77.6	75.4	85.8
Brandon	69.3	-	72.3	77.8	69.1
Winnipeg	76.9	87.1	77.7	75.3	86.2
Saskatchewan	77.8	100.0	59.6	81.9	100.0
Swift Current	60.8	100.0	33.9	68.4	100.0
North Battleford	100.0	100.0	100.0	100.0	100.0
Alberta	68.6	49.7	59.9	74.0	92.8
Calgary	55.9	4.0	41.7	67.5	83.1
Edmonton	78.7	75.1	75.4	79.4	96.2
Medicine Hat	93.4	100.0	93.9	93.0	-
British Columbia	74.0	58.2	83.6	72.9	57.3
Vancouver	74.0	58.9	83.8	72.7	60.2
Kelowna	53.6	17.9	54.9	67.1	19.3
Campbell River/Courtnay	100.0	-	100.0	100.0	100.0

Table 11 - Weighted - Sales To Minors Compliance Results By City/Province/Region
% Retailers By Age Of Clerk Who Asked For ID & Did Not Sell
(Share Of Those Who Asked For ID) - Wave 2 (1996)

Region	All Ages	About Same Age Of Minor	Older Than Minor But <25	25+ But Not Senior	Senior
National (All Cities)	95.8	90.8	95.4	96.3	99.8
St. John's, Newfoundland	96.8	100.0	100.0	94.7	100.0
Charlottetown, PEI	92.4	100.0	100.0	83.6	100.0
New Brunswick	97.8	100.0	94.5	99.5	100.0
Fredricton	100.0	-	100.0	100.0	100.0
Saint John	97.3	100.0	91.1	100.0	100.0
Bathurst	88.6	100.0	100.0	81.9	100.0
Nova Scotia	97.4	76.3	99.2	97.8	100.0
Truro/New Glasgow	96.6	76.3	98.2	99.1	100.0
Sydney	97.9	-	100.0	96.9	100.0
Quebec	97.1	87.6	99.2	96.7	98.1
Montreal	98.6	85.8	100.0	99.0	100.0
Quebec City	90.6	100.0	96.3	85.0	94.6
Sherbrooke	97.7	-	100.0	97.1	-
Chicoutimi/Jonquiere	100.0	-	100.0	100.0	100.0
Ontario	97.3	100.0	93.7	97.9	100.0
Ottawa	88.3	100.0	97.4	82.8	100.0
Toronto	98.2	100.0	92.9	99.2	100.0
Windsor	100.0	100.0	100.0	100.0	100.0
Sudbury	97.7	100.0	88.5	100.0	100.0
Manitoba	95.3	100.0	98.0	93.5	100.0
Brandon	100.0	-	100.0	100.0	100.0
Winnipeg	95.2	100.0	98.0	93.5	100.0
Saskatchewan	95.4	100.0	100.0	91.4	100.0
Swift Current	90.0	100.0	100.0	82.6	100.0
North Battleford	100.0	100.0	100.0	100.0	100.0
Alberta	90.7	95.4	89.2	90.3	100.0
Calgary	91.8	100.0	86.6	93.3	100.0
Edmonton	90.0	95.2	90.5	88.0	100.0
Medicine Hat	93.4	100.0	92.9	93.0	-
British Columbia	93.5	83.6	92.3	94.6	100.0
Vancouver	93.4	83.5	93.1	94.5	100.0
Kelowna	100.0	100.0	100.0	100.0	100.0
Campbell River/Courtnay	100.0	-	100.0	100.0	100.0

1.2.2. Regional Results By Class Of Trade

Within regions, these observations can be made about compliance levels across trade classes, based on 1996 results:

- Within many cities, variations in the level of compliance reported by retailers in competing trade classes are less pronounced today than a year ago. In particular, retailers in "Remaining Grocery", i.e., small independent grocery or "Mom & Pop" stores report improved compliance levels in most cities. The result is a narrowing of the gap between retail accounts with the highest and lowest degree of compliance.

- A corollary to the above is that compliance estimates tend to trend similarly across accounts within the same city: compliance tends to be high across trade classes in cities where the compliance ratio is high and low across trade classes in cities where the compliance ratio is low.

- In a similar vein, in cities like Swift Current, North Battleford, Windsor, Winnipeg and others where compliance levels showed marked improvement over year ago levels, the improvement shows across every class of trade. Conversely, in Charlottetown where compliance dropped, levels were lower this year than last year across all classes of trade.

- Nationally, compliance levels dropped this year among retailers in convenience chains (excluding gas convenience stores). Regionally, the drop is not endemic and traces to four cities: Charlottetown (36.8% from 91.7%), Montreal (28.0% from 38.6%), Medicine Hat (100.0% to 85.7%) and Toronto (90.2% to 85.4%).

- Nationally, retailers operating gas convenience and service station kiosks reported compliance levels below the national average for all stores. Regionally, gas service station operators reported significantly lower than average rates of compliance in Charlottetown (22.6%), Sherbrooke (32.4%), Toronto (69.0%) and Calgary (44.6%).

- Clerks in retail stores in cities across Quebec report compliance levels well below the national average regardless of the class of trade they serve.

Table 12 - Weighted - Sales To Minors Compliance Results By City/Province/Region
% Retailers Unwilling To Sell By Class Of Trade - Wave 2 (1996)

Region	All Store Types	Convenience Grocery	Drug Stores	Gas Chains/ Stations	Grocery Super-markets	Rem. Grocery Mom & Pop
National (All Cities)	60.5	54.7	65.2	55.1	60.7	61.4
St. John's, Newfoundland	58.4	79.4	71.4	60.0	72.2	55.8
Charlottetown, PEI	34.3	36.8	50.0	22.6	40.0	38.1
New Brunswick	84.8	98.8	99.1	81.0	90.5	84.3
Fredricton	89.5	100.0	100.0	89.3	100.0	88.9
Saint John	87.6	100.0	100.0	82.6	100.0	87.0
Bathurst	38.7	33.3	85.7	50.0	44.4	34.8
Nova Scotia	89.8	81.0	90.7	87.1	100.0	91.0
Truro/New Glasgow	79.8	96.9	81.0	79.5	100.0	80.5
Sydney	98.1	100.0	100.0	100.0	100.0	97.7
Quebec	28.8	29.0	50.1	29.4	42.5	22.1
Montreal	27.9	28.0	49.4	28.8	46.5	21.6
Quebec City	33.8	34.7	59.0	32.2	30.0	31.6
Sherbrooke	45.9	59.1	92.3	32.4	47.4	46.2
Chicoutimi/Jonquiere	14.3	10.0	19.0	10.7	5.9	15.0
Ontario	73.3	79.6	-	67.6	68.6	73.5
Ottawa	46.5	67.8	-	54.3	61.1	41.8
Toronto	77.3	85.4	-	69.0	69.1	77.7
Windsor	93.2	95.7	-	91.7	100.0	92.9
Sudbury	61.1	77.8	-	82.1	83.3	58.7
Manitoba	76.8	82.5	80.7	81.2	92.1	72.6
Brandon	69.3	100.0	100.0	64.3	71.4	70.0
Winnipeg	76.9	82.4	80.7	81.5	92.3	72.6
Saskatchewan	77.8	100.0	100.0	74.2	84.0	76.3
Swift Current	60.8	100.0	100.0	50.0	75.0	71.4
North Battleford	100.0	100.0	100.0	100.0	100.0	100.0
Alberta	68.6	67.8	69.5	62.6	74.5	70.5
Calgary	55.9	50.0	57.1	44.6	47.1	61.3
Edmonton	78.7	85.4	76.0	72.5	89.7	80.0
Medicine Hat	93.4	85.7	100.0	92.3	100.0	92.9
British Columbia	74.0	83.3	88.9	79.9	91.3	70.2
Vancouver	74.0	83.3	89.0	80.5	91.6	70.2
Kelowna	53.6	50.0	63.6	59.3	58.3	52.0
Campbell River/Courtnay	100.0	100.0	100.0	100.0	100.0	100.0

PART A (cont'd)
TOBACCO SALES-TO-MINORS LEGISLATION

Section 2: Posting Of Age/Health Advisory Signs

Federal and provincial sales-to-minors legislation regulates the posting of age advisory and/or tobacco health warning signs in retail establishment where tobacco products are sold. The number and type of signs that must be posted in each establishment varies by province, depending upon the legislation in effect. In addition, the legislation clearly stipulates the manner in which signs must be posted and the location on the premises (windows, doors, at tobacco counters, etc.) where each sign must be displayed.

This section of the report summarizes our observations regarding retailer compliance with the sign provisions of sales-to-minors legislation across Canada.

A liberal definition of compliance was adopted for this portion of the research. Compliance was assumed to exist provided that retailers appeared to respect these minimum fundamental requirements of the law:

- that *every* type of *mandatory* sign designed to be visible to the customer was posted;
- that these signs were present at or *near* every required location on the premises; and
- that, in Quebec, Manitoba, Saskatchewan and Alberta, signs were posted in both official languages.

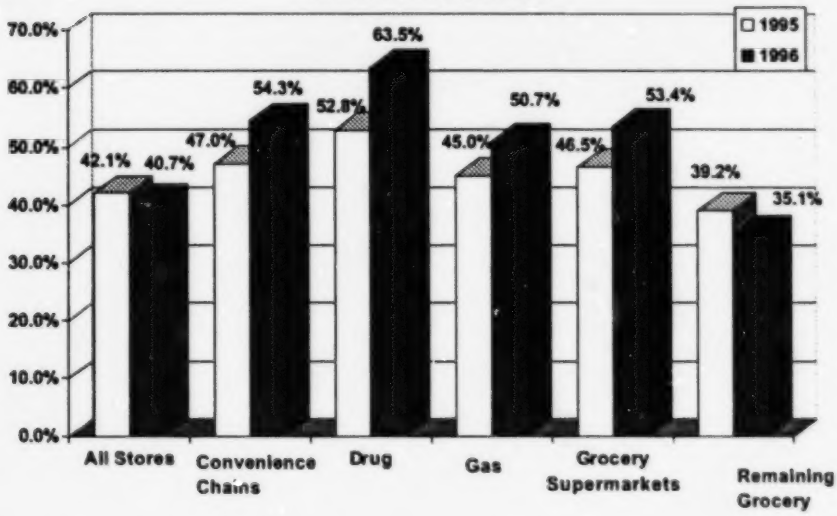
Compliance with respect to signs designed to be visible only to the cashier, or those not designated to be mandatory, were not measured and do not factor into the results. We did not concern ourselves that signs be posted exactly where the law stipulated, provided that they were in close proximity to the suggested location and visible to the customer. The only attempt to verify that signs met the size provisions stipulated in some of the legislation is in the case of Nova Scotia 's *Tobacco Access Act* "Health Warning" sign. In all other cases, we did not deduct points for the failure of any retailer to meet size provisions.

2.1. Overall Compliance - National

The overall national compliance rate, indicating the percent of retailers across our twenty-five cities that met every compliance condition we measured, was 40.7%. This figure is very close to the 42.1% figure of a year ago and statistically suggests no change from year ago results. Indeed, there is much good news in this year 's findings. Sign

compliance has improved among retailers in four of the five classes of trade measured. The only exception--- and we don 't mean to minimize its significance to the overall results--- is in "Remaining Grocery", i.e., small independent "Mom & Pop" type grocery stores. In these accounts, retailer compliance with the posting of all mandatory signs fell to 35.1% from 39.2% a year ago. This is not a big drop. However, it has a disproportionate effect on weighted results due to the extremely large number of such stores it represents, relative to the number of other retail accounts in Canada.

Chart 6 - Weighted - National
% Retailers In Compliance With Signs Under TSYPA & Equivelent Provincial Legislation



Let us be clear as to what the compliance figures mean. They combine, across provincial lines, retailers who post every mandatory sign at every designated location on their premises. In New Brunswick, for example, there are as many as three mandatory signs requiring posting. Each sign has a designated location. If retailers failed to post even one of these signs in even one location, they did not factor into the national compliance figure and actually caused the figure to drop. In provinces where designated signs must also be posted in both official languages, any retailer posting a sign in English only or French only would also have brought down the national compliance rate. The greater the number of individual requirements a retailer must satisfy with respect to the sign provisions of the TSYPA or provincial equivalent, the greater the chances that one condition will not be met and that compliance in that region will be lower than elsewhere. At the national level, the number of mandatory requirements cuts across seven different laws in 1996 (one set more than last year) and numerous combinations of signs, their language and their location. The current indicated national rate of compliance overall and by class of trade must be evaluated in this context.

2.2. Compliance By Region

Regional highlights with respect to the posting of tobacco signs mandated under the *TSYPA* or equivalent provincial legislation are:

- Full compliance with the proper posting of all signs was above the national average in nineteen of twenty-five cities. Compliance was highest (above seventy percent) in seven cities:

•Charlottetown	87.9%
•Campbell River/Courtnay	86.6%
•Swift Current	84.6%
•Calgary	79.9%
•Brandon	73.7%
•North Battleford	72.7%
•Medicine Hat	71.6%

- Full compliance was below the national average in six of twenty-five cities, including all four cities visited in Ontario:

• Toronto	12.8%
• Windsor	15.2%
• Edmonton	19.1%
• Ottawa	24.0%
• Sudbury	25.3%
• Fredricton	39.3%

Except in Edmonton, retailers in these cities are required to post three separate, mandatory signs. Compliance figures are low because of retailers ' failure to ensure all three signs were properly in place.

Alberta is regulated under the federal *TSYPA* which mandates the posting of only one mandatory age restriction sign in English and French at all tobacco counters. Table 14 indicates that at least one official bilingual sign was posted in Edmonton in 82.7% of establishments. The problem is the apparent failure of retailers in this city to post the one required sign at *all* tobacco counters on their premises. This situation is not much changed from observations reported for Wave 1 of the research..

- Since last year, full compliance has improved most visibly in eight cities, all reporting at least a ten point jump in compliance. Most improved were Truro/New Glasgow and Sydney in Nova Scotia--- not surprising really, since last year 's poor result was not representative, measured as it was during the province 's transition from federal sign regulations to more stringent rules under the *Tobacco Access Act.*

- Sydney 44.7% vs 2.2.% a year ago
- Truro/New Glasgow 52.8% vs 10.5% a year ago
- Saint John, NB 51.2% vs 26.4% a year ago
- St. John's, Nfld. 61.4% vs 43.9% a year ago
- Montreal 64.3% vs 47.2% a year ago
- Swift Current 84.6% vs 70.1% a year ago
- Edmonton 19.1% vs 6.8% a year ago
- Campbell River/Courtnay 86.6% vs 74.9% a year ago

- The largest drop in sign compliance (over ten points from a year ago) was reported among retailers in four cities:

- Windsor 15.2% vs 40.1% a year ago
- Fredricton 39.3% vs 54.7% a year ago
- Toronto 12.8% vs 24.8% a year ago
- Winnipeg 59.1% vs 70.5% a year ago

2.3. Sign Compliance By Provincial Legislative Component

Table 14 breaks out retailer compliance with each individual component of tobacco sign regulations mandated under the *TSYPA* or corresponding provincial legislation. Observations drawn from this table are similar to those made one year ago.

- The large majority of retailers in the great majority of cities had at least an age restriction sign posted on their premises. Most of these retailers had the sign posted in all mandated locations.

- Full compliance is not higher than it is in provinces like Ontario, New Brunswick and Nova Scotia, where provincial tobacco laws call for the posting of at least three mandatory signs, because of retailers ' failure to post all signs equally. In Ontario, compliance is weighted down chiefly by the failure of most retailers to post the "No Smoking" sign. In Nova Scotia, compliance is lowest for the posting of "Health Warning" signs and cash register stickers. In New Brunswick, retailers are less likely to post the "Tobacco Can Kill You" sign.

- In Edmonton, while a large majority of retailers (82.7%) had a least one copy of the mandatory bilingual age restriction sign on their premises, overall compliance is low because of retailers ' failure to post this sign at all tobacco counters as stipulated.

Table 13 - % Retailer Sign Compliance By Region
All Store Types - 1996 vs 1995 Results (Weighted)

Region	1995 Results	1996 Results	Net Change
National (All Cities)	42.1%	40.7%	(1.4)
St. John's, Newfoundland	43.9%	61.4%	17.5
Charlottetown, PEI	90.7%	87.9%	(2.8)
New Brunswick	37.3%	48.4%	11.1
Fredricton	54.7%	39.3%	(15.4)
Saint John	26.4%	51.2%	24.8
Bathurst	64.5%	56.2%	(8.3)
Nova Scotia	6.0%	48.4%	42.4
Truro/New Glasgow	10.5%	52.8%	42.3
Sydney	2.2%	44.7%	42.5
Quebec	50.6%	63.8%	13.2
Montreal	47.2%	64.3%	17.1
Quebec City	64.0%	65.0%	1
Sherbrooke	43.2%	41.7%	(1.5)
Chicoutimi/Jonquiere	47.0%	56.6%	9.6
Ontario	22.9%	14.6%	(8.3)
Ottawa	14.1%	24.0%	9.9
Toronto	24.8%	12.8%	(12.0)
Windsor	40.1%	15.2%	(24.9)
Sudbury	23.0%	25.3%	2.3
Manitoba	70.5%	59.2%	(11.3)
Brandon	73.5%	73.7%	0.2
Winnipeg	70.5%	59.1%	(11.4)
Saskatchewan	73.0%	79.4%	6.4
Swift Current	70.1%	84.6%	14.5
North Battleford	81.4%	72.7%	(8.7)
Alberta	37.1%	46.7%	9.6
Calgary	70.9%	79.9%	9.0
Edmonton	6.8%	19.1%	12.3
Medicine Hat	77.1%	71.6%	(5.5)
British Columbia	56.5%	56.6%	0.1
Vancouver	56.4%	56.3%	(0.1)
Kelowna	51.6%	54.0%	2.4
Campbell River/Courtnay	74.9%	86.6%	11.7

Table 14 - (Weighted)
Retailer Compliance With Mandatory Tobacco Sign Provisions - Wave 2 (1996)

Region	Full Compliance	Age Restriction Sign	Door Decal Indicating Legal Age Of 19	Health Warning Sign	Sign Indicating Legal Age & Photo ID Required	"No Smoking " Sign	"Tobacco Can Kill You" Sign	"Tobacco Restricted" Sign & Sticker	Signs In Both Languages
National (All Cities)	40.7								
St. John's, NFLD	61.4	61.4							
Charlottetown, PEI	87.9		91.6		92.2				
New Brunswick	48.4			71.7			57.5		
Fredricton	39.3			71.8			44.7		
Saint John	51.2			69.4			60.5		
Bathurst	56.2			94.3			76.9		
Nova Scotia	48.4	92.8	86.1	66.0				66.7	
Truro/New Glasgow	52.8	97.1	90.2	67.0				70.4	
Sydney	44.7	89.2	82.6	65.1				63.7	
Quebec	63.8	65.5							63.8
Montreal	64.3	66.0							64.3
Quebec City	65.0	67.1							65.0
Sherbrooke	41.7	43.1							41.7
Chic./Jonq.	56.6	56.6							57.5
Ontario	14.6	90.6			81.1	17.4			
Ottawa	24.0	89.2			55.5	28.1			
Toronto	12.8	91.3			86.8	15.2			
Windsor	15.2	84.2			61.0	21.6			
Sudbury	25.3	79.6			36.2	35.8			
Manitoba	59.2	60.0							63.3
Brandon	73.7	73.7							74.8
Winnipeg	59.1	59.8							63.2
Saskatchewan	79.4	88.5							81.1
Swift Current	84.6	98.7							84.6
North Battleford	72.7	75.2							76.5
Alberta	46.7	50.1							81.7
Calgary	79.9	85.8							80.6
Edmonton	19.1	20.4							82.7
Medicine Hat	71.6	73.9							76.1
British Columbia	56.6			61.2	81.9				
Vancouver	56.3			61.0	81.7				
Kelowna	54.0			54.7	82.2				
Campbell River/Courtnay	86.6			86.6	100.0				

PART B
TOBACCO ADVERTISEMENTS AT POINT OF SALE

In Wave 2 of the research, ACNielsen was asked to monitor the extent and quality of distribution of tobacco advertising at point of sale. Specifically, we were asked to provide:

- for all stores and by trade class, an indication of the number and type of in-store tobacco promotional items in these outlets, including counter top displays, shelf talkers, danglers, posters and other promotional merchandise * ; and

- for independent convenience stores and gas bars/service stations, the information on the same tobacco point-of-sale materials listed above, reported by major tobacco brand name.

The information serves to benchmark the availability of tobacco advertisements at point of sale in a self-regulated environment, following the decision of the Supreme Court of Canada to strike down provisions in the *Tobacco Products Control Act* that imposed limits on tobacco advertising.

Unless otherwise indicated, the figures reported in this section of the report are weighted geographically and by class of trade within regions. Raw sample data has been extrapolated to provide an indication of conditions as they likely would have been found to exist had all stores in the region been visited.

1. General Trends In Tobacco POS Advertising

1.1. Distribution Of Point-Of-Sale (POS) Advertising

Across five classes of trade and twenty-five cities, some form of tobacco advertising was available in just over one-third (36.0%) of all stores.

Individually, no one type of advertising was found in more than seventeen percent of stores--- the highest distribution is for posters, available in 16.6% of stores nationally. All-city distribution levels are fairly constant for each type of POS material, except for shelf danglers, which do not appear to be an extremely popular form of advertising for this industry (Chart 7).

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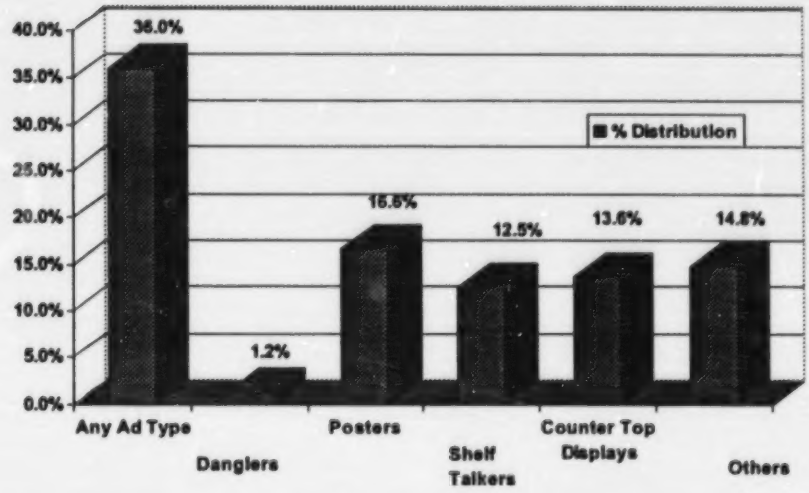
* *The definition of "posters" is self-explanatory. Broad definitions of the other forms of point-of-sale advertising are these: "counter top display": a unit, usually with a cardboard backdrop small enough to sit on the counter. The unit carries a tobacco brand or corporate affiliation and may or may not hold cigarettes; "dangler" is a merchandising piece or strip of paper affixed to the shelf and that overhangs the advertised tobacco brand; "shelf talkers" are two-dimensional ad strips that are attached flat to the shelf; "other promotional merchandise" include objects such as wall clocks or calendars that have tobacco brand names or corporate trademarks printed on them.*

Chart 7 - Weighted
% Of Stores With Point-Of-Sale Tobacco Advertising - 1996



Distribution varies quite a bit by city and the highest levels of ad distribution are not necessarily in the largest centers. In fact, two of Canada 's three largest cities reported distribution levels among the lowest in the country. In Toronto, the overall distribution of tobacco POS ads was 11.2%; in Vancouver it was 26.2% (Table 15)

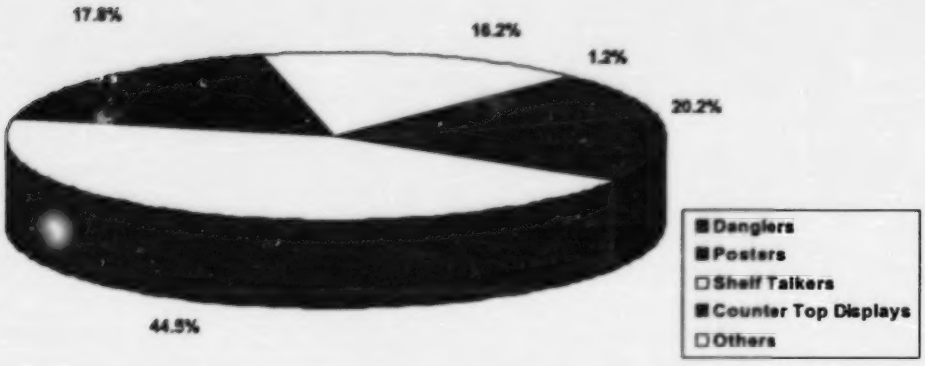
Some of the highest ad distribution levels reported were in Swift Current (88.1%), Saint John, NB (80.1%), Calgary (74.3%) and Quebec City (73.0%).

1.2. POS Ad Share & Number Of Ads Per Store By Type

POS Ad Share By Type

Nationally, and across the majority of cities and regions, most tobacco POS advertising was in the form of shelf talkers. Of all ads monitored, shelf talkers made up just less than half (44.5%) of the national total. Posters were next (20.2%), with counter top displays and "Other" forms of advertising close behind. Danglers, which we have seen had very low distribution across the country, do not figure prominently as a consequence.

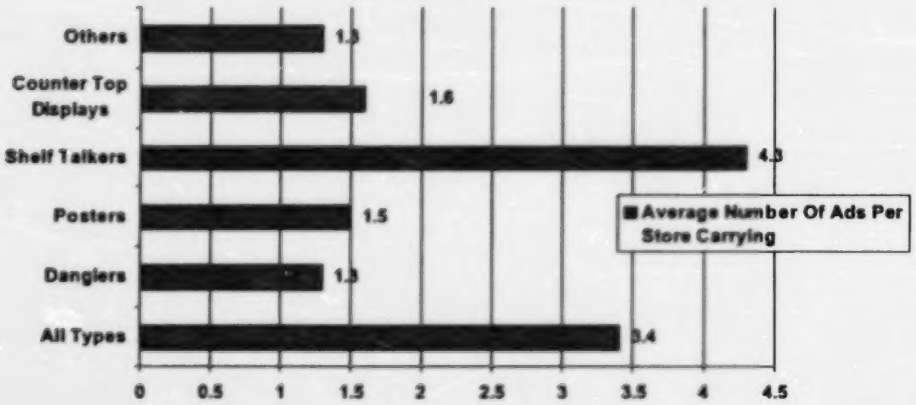
Chart 8 - Weighted
Share Of Ads By Type - All Cities - 1996



Average Number Of Ads Per Store By Type

Across all stores that carried at least one piece of tobacco point-of-sale advertising, the weighted average number of ads is 3.4. Stores that posted shelf talkers, on average, had 4.3 talkers in place. Stores handling other types of tobacco advertising, most of which would be larger and take up more space in the store, usually did not carry more than one or two pieces (between 1.3 and 1.6 pieces on average).

Chart 9 - Weighted
Average No. Of Tobacco POS Ads Per Store Carrying - 1996



Note: These averages cannot be added to arrive at a cumulative total because not all stores carry all ads. The combined average is an estimate calculated by dividing the total number of ads in distribution by the number of retail outlets that have at least one in-store tobacco ad. Store averages for individual types of ads are arrived at by dividing the total number of ads of that type by the number of stores handling that ad.

By city, stores tended to carry more ads on average in:

•	Calgary	7.7
•	Saint John, NB	5.8
•	St. John's, Nfld.	4.4
•	Fredricton	4.3
•	Montreal	4.0

In these communities, more shelf talkers than average were available in stores.

In cities in Ontario, Nova Scotia and BC the average number of tobacco POS ads tended to be consistently below the national average (Table 15).

Table 15 - Tobacco POS Ad Distribution and Share Summary - All Stores (Weighted) 1996

Region	Total			Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist %*	avg**		dist %	%***	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National	36.0	3.4		1.2	1.2	1.3	16.6	20.2	1.5	12.5	44.5	4.3	13.6	17.8	1.6	14.8	16.2	1.3
St. John's, NFLD	31.5	4.4		2.1	3.5	2.3	2.4	2.3	1.4	28.2	82.7	4.1	0.3	0.2	1.0	11.7	11.2	1.3
Charlottetown, PEI	28.3	2.7		0.0	0.0	0.0	5.9	15.8	2.0	8.8	12.3	1.1	7.8	15.2	1.5	21.0	56.6	2.0
New Brunswick	70.5	5.4		8.9	2.4	1.0	7.2	2.4	1.3	59.7	84.3	5.3	13.1	7.1	2.1	10.4	3.8	1.4
Fredricton	53.2	4.3		0.0	0.0	0.0	11.8	6.8	1.3	39.3	80.2	4.6	10.7	6.7	1.4	12.2	6.2	1.2
Saint John	80.1	5.8		13.3	2.9	1.0	6.0	1.6	1.2	71.2	85.2	5.5	15.3	7.4	2.2	8.8	2.9	1.5
Bathurst	43.3	3.0		0.0	0.0	0.0	0.9	1.4	2.0	26.1	80.7	4.0	0.0	0.0	0.0	19.4	17.9	1.2
Nova Scotia	22.4	1.8		0.0	0.0	0.0	1.0	6.2	2.5	7.0	24.3	1.4	2.6	8.3	1.3	16.6	61.2	1.5
Truro/New Glasgow	35.9	1.9		0.0	0.0	0.0	1.7	6.8	2.7	15.3	30.7	1.4	5.8	10.4	1.3	23.6	52.1	1.5
Sydney	11.0	1.4		0.0	0.0	0.0	0.4	4.2	1.5	0.0	0.0	0.0	0.0	0.0	0.0	10.8	95.8	1.4
Quebec	57.0	3.8		0.6	0.3	1.2	28.0	20.2	1.6	24.4	45.6	4.1	26.5	18.4	1.5	25.4	15.4	1.3
Montreal	55.4	4.0		0.5	0.2	1.0	25.9	17.4	1.5	24.9	50.3	4.5	23.7	15.6	1.5	27.5	16.5	1.3
Quebec City	73.0	3.4		0.8	0.7	1.9	42.4	34.2	2.0	28.2	23.4	2.0	46.9	32.4	1.7	17.1	9.4	1.3
Sherbrooke	8.2	1.0		0.0	0.0	0.0	3.9	47.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	52.5	1.0
Chic./Jonq.	67.2	2.0		6.4	4.7	1.0	42.3	36.9	1.2	5.4	4.3	1.1	34.8	45.5	1.8	11.6	8.5	1.0
Ontario	17.5	1.9		1.4	5.6	1.4	11.7	49.9	1.4	3.2	12.3	1.3	4.2	17.9	1.5	3.9	14.4	1.2
Ottawa	47.0	1.8		6.1	8.8	1.2	23.1	35.7	1.3	12.5	20.7	1.4	7.3	10.1	1.2	14.0	24.6	1.5
Toronto	11.2	2.1		0.6	4.2	1.7	8.3	51.6	1.4	1.8	9.4	1.2	3.7	25.5	1.6	2.1	9.3	1.0
Windsor	47.2	1.9		1.6	3.3	1.8	40.4	80.0	1.8	0.5	1.1	2.0	3.8	4.2	1.0	9.5	11.5	1.1
Sudbury	46.7	1.7		0.0	0.0	0.0	46.2	97.5	1.7	0.5	0.7	1.0	0.0	0.0	0.0	1.4	1.8	1.0
Manitoba	56.3	2.2		0.3	0.3	1.0	10.6	10.7	1.2	10.4	16.9	2.0	28.0	41.7	1.8	28.6	30.4	1.3
Brandon	6.9	3.2		0.0	0.0	0.0	4.7	42.3	2.0	0.0	0.0	0.0	4.1	57.7	3.2	0.0	0.0	0.0
Winnipeg	56.7	2.2		0.3	0.3	1.0	10.6	10.7	1.2	10.5	16.9	2.0	28.3	41.7	1.8	28.9	30.4	1.3
Saskatchewan	77.6	2.0		0.0	0.0	0.0	9.8	7.9	1.2	15.7	30.5	3.0	31.1	24.7	1.2	38.1	36.9	1.5
Swift Current	88.1	1.3		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.9	35.5	1.0	53.1	64.5	1.4
North Battleford	63.9	3.3		0.0	0.0	0.0	22.7	13.4	1.2	36.1	51.8	3.0	19.7	17.2	1.8	18.5	17.6	2.0
Alberta	58.7	5.2		0.7	0.2	1.0	12.7	6.5	1.6	25.8	61.2	7.3	26.7	15.2	1.7	34.6	16.9	1.5
Calgary	74.3	7.7		0.0	0.0	0.0	17.9	5.1	1.6	57.0	73.2	7.3	28.8	9.9	2.0	38.6	11.7	1.7
Edmonton	46.4	2.0		1.2	1.3	1.0	8.5	13.6	1.5	0.3	0.7	2.5	25.2	41.4	1.5	31.6	43.0	1.3
Medicine Hat	20.6	2.6		2.4	4.4	1.0	1.0	1.9	1.0	12.2	36.8	1.6	7.4	24.5	1.8	13.5	32.4	1.3
British Columbia	25.6	1.6		1.4	3.7	1.1	15.6	44.9	1.2	1.6	4.3	1.1	5.2	22.5	1.8	9.2	24.6	1.1
Vancouver	26.2	1.6		1.5	3.8	1.1	16.0	45.0	1.2	1.6	4.3	1.1	5.2	22.3	1.8	9.5	24.6	1.1
Kelowna	7.8	1.7		0.0	0.0	0.0	1.5	13.7	1.2	0.0	0.0	0.0	5.9	67.7	1.5	2.4	18.6	1.0
Campbell River/Courtnay	1.3	1.8		0.0	0.0	0.0	1.3	65.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	34.3	1.0

* Distr % = Percent of stores (based on weighted estimates) that carried that form of ad

** Avg = Average number of ads in distribution in all stores carrying that type of ad

*** % = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad.

1.3. Tobacco Advertising By Class Of Trade (Table 16)

The following observations hold true of tobacco POS ads by class of retail trade:

- Convenience chain stores (excluding gas convenience stores) were more likely than other retail outlets to carry some form of tobacco advertising. In all, two out of every three convenience chains (66.7%) had at least one tobacco POS ad in store.

- Grocery supermarkets along with "Remaining Grocery", i.e., "Mom & Pop" type stores were the least likely of all retail accounts to carry tobacco ads. Only about one-quarter (25.6%) of supermarket grocery stores and less than one-third (32.0%) of "Remaining Grocery" stores had ads in store.

- The distribution of all tobacco ad types, except shelf talkers, was higher in convenience chains than any other type of store. A slightly higher percentage of drug stores than convenience stores carried shelf talkers but the distribution gap is narrow (shelf talkers were found in 28.7% of drug stores compared with 25.4% of convenience chains.)

- Tobacco ads of any type were least likely to be found in grocery supermarkets.

- With respect to the average number of ads in store, drug stores that carried ads tended to carry the largest number of ads (4.7) per store of any class of trade. Convenience stores followed closely behind with 4.2 ads per store. Keep in mind, however, that proportionately more convenience stores carried ads than drug stores.

Table 16 - Weighted - Tobacco POS Advertising By Class Of Trade - All Ad Types 1996						
Region	All Store Types	Convenience Grocery Chains	Drug Stores	Gas Chains/ Stations	Grocery Super-markets	Rem. Grocery Mom & Pop
% Stores Carrying Any Ad	36.0	66.7	45.6	40.6	25.6	32.0
Average # All Ads In Store	3.4	4.2	4.7	3.1	2.3	3.1
% Stores With Danglers	1.2	3.5	0.1	1.3	0.7	1.0
Average # Danglers In Store	1.3	1.1	1.5	1.2	1.8	1.3
% Stores With Posters	16.6	33.3	12.7	14.8	11.9	15.7
Average # Posters In Store	1.5	1.4	1.5	1.3	1.2	1.5
% Stores With Shelf Talkers	12.5	25.4	28.7	15.3	7.7	9.8
Ave. # Shelf Talkers In Store	4.3	4.8	5.4	4.0	3.1	4.1
% Stores With Counter Top Displays	13.6	34.3	12.5	19.9	5.4	11.1
Ave. # CT Displays In Store	1.6	1.6	1.6	1.5	1.2	1.6
% Stores With "Other" Ads	14.8	32.7	18.8	11.4	10.4	13.3
Ave. # "Other" Ads In Store	1.3	1.5	1.2	1.2	1.3	1.3

NOTE: Summary tables of advertising trends by city by class of trade are included in Section 3.1, at the end of this report.

2. Tobacco POS Advertising By Brand (Selected Classes Of Trade)

ACNielsen collected statistics on point-of sale advertising in support of tobacco brands in convenience chains and in gas convenience stores/gas station kiosks. In this section, our findings by individual store type are summarized.

2.1. Convenience Chains (Excluding Gas Convenience Stores)

Distribution - Nationally, the tobacco brand families with the highest distribution of POS advertising (any type) were:

1. Sportsman • ads in 30.7% of stores
2. Du Maurier • ads in 17.8% of stores
3. Rothmans • ads in 15.6% of stores
4. Export A Smooth • ads in 15.1% of stores
5. Players • ads in 14.3% of stores

"Remaining Export A" brands (excluding "Export A Smooth") had ads in 28.6% of convenience chains, but this distribution figure is in support of more than just one single product.

Advertising support for any single brand was not consistent across regions, hinting at considerable brand fragmentation nationwide:

- Ads for "Sportsman" were concentrated in Quebec markets and North Battleford, Saskatchewan;
- "Du Maurier" ads were concentrated across Eastern Canada but only in isolated markets to the west;
- "Rothmans" was supported most heavily in Quebec, Ottawa and the largest markets in Alberta;
- Ads for "Belvedere" and "Benson & Hedges" were concentrated in Atlantic Canada "Canadian Classics" was featured chiefly in New Brunswick and the Prairies.

Brand Share Of Ads - Below is a synopsis of how tobacco ads were distributed regionally across brands. As you would expect, the brands with higher overall ad distribution tended also to report the highest ad shares. "Sportsman" was the single, leading advertised brand by far:

1. Sportsman	27.2% ad share
2. Export A Smooth	8.9% ad share
3. Du Maurier	8.3% ad share
4. Players	7.4% ad share

"Remaining Export A" brands had a combined ad share of 24.6%

Regionally, ad share varied considerably in conjunction with the respective distribution of ads and, we suspect, the relative regional strength of individual brand franchises.

Average Number Of Ads Per Store - Convenience chains carrying "Sportsman" POS advertising materials tended, on average, to carry 2.5 ad pieces, the most for any single brand. The next highest number of pieces is attributed to "Remaining Export A" (2.4) and to "Belvedere" (1.9).

Table 17 - % Distribution and No. Of Ads By Brand By Type
Weighted National Results -Convenience Chains

	Total		Dangler		Poster		Shelf Talker		C/T		Other	
Region	dist %	avg per store	dist %	avg per store	dist %	avg per stor	dist %	avg per store	dist %	avg per store	dist %	avg per store
Total	66.7	4.2	3.5	1.1	33.3	1.4	25.4	4.8	34.3	1.6	32.7	1.5
Belvedere	2.4	1.9	0.0	1.0	0.8	1.0	1.2	2.6	0.2	1.0	0.5	1.0
Benson & Hedges	1.9	1.3	0.0	0.0	0.4	1.4	1.0	1.3	0.4	1.0	0.2	1.0
Canadian Classics	6.0	1.3	0.0	0.0	0.4	1.0	2.8	1.4	2.2	1.1	1.0	1.0
Du Maurier	17.8	1.3	0.1	1.0	2.2	1.0	3.0	2.5	11.5	1.0	2.0	1.0
Export A Smooth	15.1	1.6	0.7	1.1	2.1	1.1	6.9	2.1	5.2	1.1	1.6	1.0
Rem. Export A	28.6	2.4	0.3	1.0	6.2	1.1	14.7	2.8	3.7	1.0	15.9	1.1
Matinee	9.4	1.4	0.4	1.0	1.9	1.0	1.9	2.6	4.5	1.1	1.0	1.1
Players	14.3	1.5	0.6	1.0	2.7	1.0	3.3	2.3	1.7	1.0	8.5	1.0
Rothmans	15.6	1.3	0.7	1.0	8.3	1.3	1.5	1.1	2.3	1.0	3.8	1.3
Sportsman	30.7	2.5	0.8	1.0	15.2	1.1	11.9	2.8	16.1	1.1	6.9	1.1
Other	11.3	1.4	0.2	1.5	2.0	1.5	1.4	1.8	5.0	1.1	4.1	1.3

Brand Advertising By Type Of Ad - Below is the list of the top tobacco advertisers by type of ad or POS promotion piece. For each brand listed, we show the brand 's share of all such ads nationally, the percent (distribution) of all chain convenience stores carrying at least one ad of that type and the average number of such ads per store carrying:

Table 18 Weighted - POS Advertising: Tobacco Brands - Convenience Chains

Ad Type: Posters	Brand Share Of Posters	% Distribution	Ave. # Posters/Store
1. Sportsman	34.4%	15.2	1.1
2. Rothmans	23.2%	8.3	1.2
3. Remaining Export A	14.0%	6.2	1.0

Ad Type: Shelf Talkers	Brand Share Of Shelf Talkers	% Distribution	Ave. # Talkers/Store
1. Remaining Export A	33.7%	14.7	2.1
2. Sportsman	27.7%	11.9	2.6
3. Export A Smooth	12.1%	6.9	1.7

Ad Type: CT Displays	Brand Share Of Counter Displays	% Distribution	Ave. # Displays/Store
1. Sportsman	30.7%	16.1	1.0
2. Du Maurier	20.8%	11.5	1.0
3. Export A Smooth	9.9%	5.2	1.0

*Ad Type: Danglers**	Brand Share Of Danglers	% Distribution	Ave. # Danglers/Store
1. Sportsman	20.0%	0.8	2.3
1. Export A Smooth	18.7%	0.7	1.3
1. Rothmans	17.5%	0.7	1.2
1. Players	16.0%	0.6	1.5

** The use of danglers is extremely limited and these figures represent extremely limited exposure*

Ad Type: Other Forms	Brand Share Of Other Ads	% Distribution	Ave. # Ads/Store
1. Remaining Export A	33.8%	15.9	1.0
1. Players	17.3%	8.5	1.0
1. Sportsman	15.7%	6.9	1.0

Note: Summary tables of advertising trends in convenience chains by region and type of tobacco ad appear in Section 3.2, at the end of this report.

2.2. Gas Convenience Chains/Gas Kiosks

Distribution - Nationally, the tobacco family brands with the highest distribution of POS advertising (any type) were:

1. Sportsman	• ads in 15.3% of stores
1. Du Maurier	• ads in 9.5% of stores
1. Export A Smooth	• ads in 8.5% of stores
1. Players	• ads in 8.2% of stores

"Remaining Export A" brands (excluding "Export A Smooth") had ads in 13.7% of gas chains and service stations, but this distribution figure is in support of more than just one single product.

Ad distribution was generally lower in gas stores for all tobacco brands than it was in convenience grocery chains.

As you would expect, brand ad concentration in gas accounts was not so different geographically from what it was in grocery convenience outlets. Brand advertising was concentrated in those cities and regions where the product had distribution and an established franchise.

Brand Share Of Ads - Below is a synopsis of how tobacco ads were distributed regionally across brands in gas convenience chains and kiosks. As you would expect, the brands with higher overall ad distribution tended also to report the highest ad shares. "Sportsman" led with POS ads in gas stores as it did in other convenience outlets:

1. Sportsman — 27.9% ad share
2. Du Maurier — 10.2% ad share
3. Players — 9.8% ad share
4. Export A Smooth — 9.0% ad share

"Remaining Export A" brands had a combined ad share of 20.3%

Regionally, ad share varied considerably in conjunction with the respective distribution of ads and the relative regional strength of individual brand franchises.

Average Number Of Ads Per Store - Gas convenience chains and kiosks carrying "Sportsman" POS advertising materials tended, on average, to carry 2.3 ad pieces, the most for any single brand. The next highest number of pieces is attributed to "Remaining Export A" (1.9) and to "Belvedere" (1.7). These trends are virtually identical to those observed across grocery convenience stores.

Table 19 - % Distribution and No. Of Ads By Brand By Type
Weighted National Results -Gas Convenience/Kiosks - 1996

	Total		Dangler		Poster		Shelf Talker		C/T Display		Other	
Region	dist	avg per		avg per		avg per		avg per		avg per		avg per
Total	40.6	3.1	1.3	1.2	14.8	1.3	15.3	4.0	19.9	1.5	11.4	1.2
Belvedere	1.4	1.7	0.1	1.0	0.4	1.0	0.9	1.8	0.1	1.0	0.1	1.2
Benson & Hedges	2.4	1.2	0.1	1.0	0.2	1.0	1.2	1.3	1.1	1.0	0.0	0.0
Canadian Classics	2.8	1.1	0.0	0.0	0.6	1.0	1.2	1.0	1.1	1.0	0.0	1.0
Du Maurier	9.5	1.4	0.1	1.0	0.7	1.0	2.9	2.0	5.1	1.0	0.0	1.1
Export A Smooth	8.4	1.3	0.1	1.5	0.9	1.0	2.7	1.7	4.5	1.0	1.0	1.0
Rem. Export A	13.7	1.9	0.1	1.0	1.8	1.1	8.2	2.1	3.3	1.0	1.1	1.0
Matinee	5.1	1.5	0.2	1.0	0.2	1.0	2.3	2.0	1.3	1.0	2.6	1.2
Players	8.2	1.5	0.2	1.0	0.5	1.0	2.8	2.3	1.9	1.1	1.3	1.0
Rothmans	4.9	1.2	0.0	0.0	2.8	1.2	0.3	1.0	1.4	1.0	3.2	1.1
Sportsman	15.3	2.3	0.2	2.3	8.9	1.1	6.1	2.6	7.4	1.0	0.7	1.0
Other	4.9	1.4	0.1	1.0	1.1	1.2	1.0	2.0	1.2	1.2	1.7	1.1

Brand Advertising By Type Of Ad - Table 20 is a summary of the top tobacco advertisers in gas stores, by ad type.

Table 20 - Weighted - POS Advertising: Tobacco Brands - Gas Convenience/Kiosks 1996

Ad Type: Posters	Brand Share Of Posters	% Distribution	Ave. # Posters/Store
1. Sportsman	48.3%	8.9	1.1
1. Rothmans	17.5%	2.8	1.2
1. Remaining Export A	9.7%	1.8	1.0

Ad Type: Shelf Talkers	Brand Share Of Shelf Talkers	% Distribution	Ave. # Talkers/Store
1. Remaining Export A	28.6%	8.2	2.1
1. Sportsman	26.0%	6.1	2.6
1. Players	10.4%	2.8	2.3

Ad Type: CT Displays	Brand Share Of Counter Displays	% Distribution	Ave. # Displays/Store
1. Sportsman	25.6%	7.4	1.0
1. Du Maurier	17.8%	5.1	1.0
1. Export A Smooth	16.3%	4.5	1.0
1. Remaining Export A	11.5%	3.3	1.0

*Ad Type: Danglers**	Brand Share Of Danglers	% Distribution	Ave. # Danglers/Store
1. Sportsman	22.7%	0.2	2.3
1. Matinee	14.3%	0.2	1.0
1. Players	13.4%	0.2	1.0
1. Export A Smooth	11.0%	0.1	1.5

** The use of danglers is extremely limited and these figures represent extremely limited exposure*

Ad Type: Other Forms	Brand Share Of Other Ads	% Distribution	Ave. # Ads/Store
1. Players	22.4%	3.2	1.0
1. Remaining Export A	18.5%	2.6	1.0
1. Sportsman	13.6%	1.9	1.0

Note: Summary tables of advertising trends in gas stores by region and type of tobacco ads appear in Section 3.3.

Table 21 - Tobacco Point Of Sale Advertising Indicators - Weighted (1996)
All Classes Of Trade

	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
Region	dist %*	avg**	dist %	%***	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National (All Cities)	36.0	3.4	1.2	1.2	1.3	16.6	20.2	1.5	12.5	44.5	4.3	13.6	17.8	1.6	14.8	16.2	1.3
St. John's, NFLD	31.5	4.4	2.1	3.5	2.3	2.4	2.3	1.4	28.2	82.7	4.1	0.3	0.2	1.0	11.7	11.2	1.3
Charlottetow n, PEI	28.3	2.7	0.0	0.0	0.0	5.9	15.8	2.0	8.8	12.3	1.1	7.8	15.2	1.5	21.0	56.6	2.0
New Brunsw ick	70.5	5.4	8.9	2.4	1.0	7.2	2.4	1.3	59.7	84.3	5.3	13.1	7.1	2.1	10.4	3.8	1.4
Fredricton	53.2	4.3	0.0	0.0	0.0	11.8	6.8	1.3	39.3	80.2	4.6	10.7	6.7	1.4	12.2	6.2	1.2
Saint John	80.1	5.8	13.3	2.9	1.0	6.0	1.6	1.2	71.2	85.2	5.5	15.3	7.4	2.2	8.8	2.9	1.5
Bathurst	43.3	3.0	0.0	0.0	0.0	0.9	1.4	2.0	26.1	80.7	4.0	0.0	0.0	0.0	19.4	17.9	1.2
Nova Scotia	22.4	1.8	0.0	0.0	0.0	1.0	6.2	2.5	7.0	24.3	1.4	2.6	8.3	1.3	16.6	61.2	1.5
Truro/New Glasgow	35.9	1.9	0.0	0.0	0.0	1.7	6.8	2.7	15.3	30.7	1.4	5.8	10.4	1.3	23.6	52.1	1.5
Sydney	11.0	1.4	0.0	0.0	0.0	0.4	4.2	1.5	0.0	0.0	0.0	0.0	0.0	0.0	10.8	95.8	1.4
Quebec	57.0	3.8	0.6	0.3	1.2	28.0	20.2	1.6	24.4	45.6	4.1	26.5	18.4	1.5	25.4	15.4	1.3
Montreal	55.4	4.0	0.5	0.2	1.0	25.9	17.4	1.5	24.9	50.3	4.5	23.7	15.6	1.5	27.5	16.5	1.3
Quebec City	73.0	3.4	0.8	0.7	1.9	42.4	34.2	2.0	28.2	23.4	2.0	46.9	32.4	1.7	17.1	9.4	1.3
Sherbrooke	8.2	1.0	0.0	0.0	0.0	3.9	47.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	52.5	1.0
Chicoutimi/Jonquière	67.2	2.0	6.4	4.7	1.0	42.3	36.9	1.2	5.4	4.3	1.1	34.8	45.5	1.8	11.6	8.5	1.0
Ontario	17.5	1.9	1.4	5.6	1.4	11.7	49.9	1.4	3.2	12.3	1.3	4.2	17.9	1.5	3.9	14.4	1.2
Ottaw a	47.0	1.8	6.1	8.8	1.2	23.1	35.7	1.3	12.5	20.7	1.4	7.3	10.1	1.2	14.0	24.6	1.5
Toronto	11.2	2.1	0.6	4.2	1.7	8.3	51.6	1.4	1.8	9.4	1.2	3.7	25.5	1.6	2.1	9.3	1.0
Windsor	47.2	1.9	1.6	3.3	1.8	40.4	80.0	1.8	0.5	1.1	2.0	3.8	4.2	1.0	9.5	11.5	1.1
Sudbury	46.7	1.7	0.0	0.0	0.0	46.2	97.5	1.7	0.5	0.7	1.0	0.0	0.0	0.0	1.4	1.8	1.0
Manitoba	56.3	2.2	0.3	0.3	1.0	10.6	10.7	1.2	10.4	16.9	2.0	28.0	41.7	1.8	28.6	30.4	1.3
Brandon	6.9	3.2	0.0	0.0	0.0	4.7	42.3	2.0	0.0	0.0	0.0	4.1	57.7	3.2	0.0	0.0	0.0
Winnipeg	56.7	2.2	0.3	0.3	1.0	10.6	10.7	1.2	10.5	16.9	2.0	28.3	41.7	1.8	28.9	30.4	1.3
Saskatchew an	77.6	2.0	0.0	0.0	0.0	9.8	7.9	1.2	15.7	30.5	3.0	31.1	24.7	1.2	38.1	36.9	1.5
Sw ft Current	88.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.9	35.5	1.0	53.1	64.5	1.4
North Battleford	63.9	3.3	0.0	0.0	0.0	22.7	13.4	1.2	36.1	51.8	3.0	19.7	17.2	1.8	18.5	17.6	2.0
Alberta	58.7	5.2	0.7	0.2	1.0	12.7	6.5	1.6	25.8	61.2	7.3	26.7	15.2	1.7	34.6	16.9	1.5
Calgary	74.3	7.7	0.0	0.0	0.0	17.9	5.1	1.6	57.0	73.2	7.3	28.8	9.9	2.0	38.6	11.7	1.7
Edmonton	46.4	2.0	1.2	1.3	1.0	8.5	13.6	1.5	0.3	0.7	2.5	25.2	41.4	1.5	31.6	43.0	1.3
Medicine Hat	20.6	2.6	2.4	4.4	1.0	1.0	1.9	1.0	12.2	36.8	1.6	7.4	24.5	1.8	13.5	32.4	1.3
British Columbia	25.6	1.6	1.4	3.7	1.1	15.6	44.9	1.2	1.6	4.3	1.1	5.2	22.5	1.8	9.2	24.6	1.1
Vancouver	26.2	1.6	1.5	3.8	1.1	16.0	45.0	1.2	1.6	4.3	1.1	5.2	22.3	1.8	9.5	24.6	1.1
Kelow na	7.8	1.7	0.0	0.0	0.0	1.5	13.7	1.2	0.0	0.0	0.0	5.9	67.7	1.5	2.4	18.6	1.0
Campbell River/Courtnay	1.3	1.8	0.0	0.0	0.0	1.3	65.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	34.3	1.0

* Dist % = Percent of stores (based on weighted estimates) that carried that form of ad

** Avg = Average number of ads in distribution in all stores carrying that type of ad

*** % = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad.

Table 22 - Tobacco Point Of Sale Advertising Indicators - Weighted (1996)

Convenience Chains

	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
	dist		dist			dist			dist			dist			dist		
Region	%*	avg**	%	%***	avg	%	%	avg	%	%	avg	%	%	avg	%	%	avg
National (All Cities)	66.7	4.2	3.5	1.4	1.1	33.3	17.3	1.4	25.4	43.8	4.8	34.3	19.8	1.6	32.7	17.7	1.5
St. John's, NFLD	47.1	4.9	0.0	0.0	0.0	0.0	0.0	0.0	41.2	92.4	5.2	2.9	1.3	1.0	11.8	6.3	1.3
Charlottetown, PEI	47.4	1.9	0.0	0.0	0.0	0.0	0.0	0.0	21.1	29.4	1.3	10.5	11.8	1.0	42.1	58.8	1.3
New Brunswick	85.8	6.2	8.6	2.4	1.5	5.6	1.0	1.0	75.3	81.2	5.7	32.7	8.8	1.4	27.8	6.5	1.2
Fredricton	100.0	6.5	0.0	0.0	0.0	16.7	2.6	1.0	83.3	82.1	6.4	33.3	7.7	1.5	16.7	7.7	3.0
Saint John	85.7	6.2	9.5	2.7	1.5	4.8	0.9	1.0	76.2	81.3	5.7	33.3	8.9	1.4	28.6	6.3	1.2
Bathurst	33.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	100.0	1.0
Nova Scotia	40.5	1.5	0.0	0.0	0.0	2.5	6.1	1.5	8.5	31.1	2.3	2.1	3.5	1.0	30.8	59.3	1.2
Truro/New Glasgow	38.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	10.3	39.1	2.3	2.6	4.3	1.0	28.2	56.5	1.2
Sydney	50.0	1.4	0.0	0.0	0.0	14.3	30.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	42.9	70.0	1.2
Quebec	82.7	4.5	3.7	1.1	1.1	47.0	18.6	1.5	36.8	44.5	4.5	49.1	20.1	1.5	41.3	15.8	1.4
Montreal	84.1	4.7	3.8	1.0	1.0	46.2	16.2	1.4	37.9	47.2	4.9	49.2	18.8	1.5	45.5	16.8	1.5
Quebec City	78.9	3.7	3.2	1.8	1.7	53.7	38.2	2.1	33.7	21.5	1.8	50.5	30.9	1.8	17.9	7.6	1.2
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	70.0	3.1	5.0	2.3	1.0	65.0	47.7	1.6	0.0	0.0	0.0	55.0	50.0	2.0	0.0	0.0	0.0
Ontario	37.1	1.8	5.2	8.5	1.1	21.6	46.2	1.4	10.5	22.1	1.4	4.0	7.0	1.2	7.9	16.1	1.4
Ottawa	55.7	1.9	7.0	7.4	1.1	30.4	43.0	1.5	21.7	30.6	1.5	3.5	5.0	1.5	8.7	14.0	1.7
Toronto	20.8	1.4	4.2	14.3	1.0	12.5	42.9	1.0	4.2	14.3	1.0	2.1	7.1	1.0	6.3	21.4	1.0
Windsor	71.7	2.3	4.3	3.9	1.5	50.0	62.3	2.1	2.2	3.9	3.0	23.9	14.3	1.0	17.4	15.6	1.5
Sudbury	44.4	1.5	0.0	0.0	0.0	44.4	100.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	90.6	2.9	0.0	0.0	0.0	8.4	3.9	1.2	8.1	3.1	1.0	70.3	59.4	2.2	60.6	33.6	1.5
Brandon	100.0	6.5	0.0	0.0	0.0	100.0	46.2	3.0	0.0	0.0	0.0	75.0	53.8	4.7	0.0	0.0	0.0
Winnipeg	90.5	2.9	0.0	0.0	0.0	8.1	3.6	1.2	8.1	3.1	1.0	70.3	59.5	2.2	60.8	33.8	1.5
Saskatchewan	100.0	3.0	0.0	0.0	0.0	40.0	13.3	1.0	40.0	40.0	3.0	40.0	40.0	3.0	20.0	6.7	1.0
Swift Current	100.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	1.0
North Battleford	100.0	3.5	0.0	0.0	0.0	50.0	14.3	1.0	50.0	42.9	3.0	50.0	42.9	3.0	0.0	0.0	0.0
Alberta	77.5	5.9	1.6	0.4	1.0	27.6	7.9	1.3	28.5	53.8	8.6	43.7	16.6	1.7	55.1	21.3	1.8
Calgary	81.3	8.6	0.0	0.0	0.0	26.0	4.9	1.3	55.2	69.7	8.8	31.3	7.0	1.6	63.5	18.3	2.0
Edmonton	74.0	2.9	3.1	1.5	1.0	29.2	17.5	1.3	2.1	2.4	2.5	56.3	47.6	1.8	46.9	31.1	1.4
Medicine Hat	57.1	1.5	14.3	16.7	1.0	28.6	33.3	1.0	28.6	33.3	1.0	0.0	0.0	0.0	14.3	16.7	1.0
British Columbia	37.1	1.9	3.5	5.0	1.0	21.5	47.3	1.6	4.7	6.7	1.0	15.7	34.3	1.5	3.6	6.8	1.3
Vancouver	36.9	1.9	3.6	5.1	1.0	21.4	47.5	1.6	4.8	6.8	1.0	15.5	33.9	1.5	3.6	6.8	1.3
Kelowna	75.0	2.3	0.0	0.0	0.0	25.0	28.6	2.0	0.0	0.0	0.0	62.5	64.3	1.8	12.5	7.1	1.0
Campbell River/Courtnay	33.3	1.5	0.0	0.0	0.0	33.3	100.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

* Dist % = Percent of stores (based on weighted estimates) that carried that form of ad

** Avg = Average number of ads in distribution in all stores carrying that type of ad

*** % = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad.

Table 23 - Tobacco Point Of Sale Advertising Indicators - Weighted (1996)

Drug Stores

	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
Region	dist %*	avg**	dist %	%***	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National (All Cities)	45.6	4.7	0.1	0.2	4.0	12.7	8.8	1.5	28.7	71.4	5.4	12.5	9.2	1.6	18.8	10.4	1.2
St. John's, NFLD	50.0	4.7	4.8	8.1	4.0	7.1	8.1	2.7	40.5	70.7	4.1	2.4	1.0	1.0	19.0	12.1	1.5
Charlottetown, PEI	25.0	2.5	0.0	0.0	0.0	12.5	40.0	2.0	12.5	20.0	1.0	12.5	20.0	1.0	12.5	20.0	1.0
New Brunswick	68.9	5.7	0.0	0.0	0.0	4.7	1.9	1.6	67.1	83.3	4.9	2.9	2.2	3.0	25.5	12.6	1.9
Fredricton	66.7	6.1	0.0	0.0	0.0	6.7	1.6	1.0	66.7	98.4	6.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	69.6	5.7	0.0	0.0	0.0	4.3	2.2	2.0	69.6	76.9	4.4	4.3	3.3	3.0	34.8	17.6	2.0
Bathurst	71.4	4.0	0.0	0.0	0.0	0.0	0.0	0.0	42.9	80.0	5.3	0.0	0.0	0.0	42.9	20.0	1.3
Nova Scotia	23.3	1.7	0.0	0.0	0.0	2.3	5.9	1.0	11.7	52.9	1.8	0.0	0.0	0.0	11.7	41.2	1.4
Truro/New Glasgow	47.6	1.7	0.0	0.0	0.0	4.8	5.9	1.0	23.8	52.9	1.8	0.0	0.0	0.0	23.8	41.2	1.4
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	58.0	4.6	0.0	0.0	0.0	19.6	10.7	1.5	44.5	71.1	4.2	12.3	7.3	1.6	25.0	10.9	1.2
Montreal	57.1	4.9	0.0	0.0	0.0	18.2	9.8	1.5	46.8	74.3	4.4	9.1	5.1	1.6	26.0	10.7	1.2
Quebec City	71.8	2.9	0.0	0.0	0.0	33.3	20.0	1.2	33.3	36.3	2.2	41.0	31.3	1.6	20.5	12.5	1.3
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	33.3	1.1	0.0	0.0	0.0	14.3	50.0	1.3	4.8	12.5	1.0	9.5	25.0	1.0	4.8	12.5	1.0
Ontario	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	31.5	1.7	0.0	0.0	0.0	1.8	13.3	4.0	10.5	40.0	2.0	8.8	20.0	1.2	14.0	26.7	1.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	31.6	1.7	0.0	0.0	0.0	1.8	13.3	4.0	10.5	40.0	2.0	8.8	20.0	1.2	14.0	26.7	1.0
Saskatchewan	65.4	1.7	0.0	0.0	0.0	0.0	0.0	0.0	23.1	41.4	2.0	7.7	6.9	1.0	46.2	51.7	1.3
Swift Current	100.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0	25.0	1.0	75.0	75.0	1.0
North Battleford	50.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	33.3	57.1	2.0	0.0	0.0	0.0	33.3	42.9	1.5
Alberta	46.8	6.3	0.0	0.0	0.0	5.3	2.5	1.4	22.0	78.1	10.5	17.8	10.2	1.7	22.0	9.3	1.2
Calgary	72.9	10.4	0.0	0.0	0.0	11.4	2.3	1.5	62.9	87.0	10.5	21.4	6.2	2.2	24.3	4.5	1.4
Edmonton	33.0	1.4	0.0	0.0	0.0	2.0	4.3	1.0	0.0	0.0	0.0	16.0	44.7	1.3	21.0	51.1	1.1
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	17.4	2.0	0.0	0.0	0.0	9.8	46.9	1.7	2.2	12.5	2.0	8.7	37.5	1.5	1.1	3.1	1.0
Vancouver	17.6	2.0	0.0	0.0	0.0	9.9	46.9	1.7	2.2	12.5	2.0	8.8	37.5	1.5	1.1	3.1	1.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

* Dist % = Percent of stores (based on weighted estimates) that carried that form of ad

** Avg = Average number of ads in distribution in all stores carrying that type of ad

*** % = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad.

Table 24 - Tobacco Point Of Sale Advertising Indicators - Weighted (1996)

Gas Convenience Stores/Kiosks

	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
Region	dist %*	avg**	dist %	%***	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National (All Cities)	40.6	3.1	1.3	1.2	1.2	14.8	15.5	1.3	15.3	48.9	4.0	19.9	23.1	1.5	11.4	11.3	1.2
St. John's, NFLD	20.0	2.8	1.8	3.2	1.0	3.6	6.5	1.0	10.9	74.2	3.8	0.0	0.0	0.0	9.1	16.1	1.0
Charlottetow n, PEI	22.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0	12.9	40.0	1.0	3.2	20.0	2.0	9.7	40.0	1.3
New Brunsw ick	70.1	3.7	4.1	1.6	1.0	2.3	1.2	1.4	60.7	88.9	3.8	10.4	6.0	1.5	6.2	2.4	1.0
Fredricton	64.3	3.8	0.0	0.0	0.0	3.6	1.4	1.0	57.1	88.4	3.8	10.7	7.2	1.7	7.1	2.9	1.0
Saint John	82.6	3.7	8.7	2.9	1.0	0.0	0.0	0.0	73.9	91.4	3.8	13.0	5.7	1.3	0.0	0.0	0.0
Bathurst	43.8	2.7	0.0	0.0	0.0	6.3	10.5	2.0	25.0	68.4	3.3	0.0	0.0	0.0	25.0	21.1	1.0
Nova Scotia	15.4	1.9	0.0	0.0	0.0	0.0	0.0	0.0	1.6	5.5	1.0	3.2	10.9	1.0	13.8	83.6	1.8
Truro/New Glasgow	10.3	2.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	12.5	1.0	5.1	25.0	1.0	7.7	62.5	1.7
Sydney	24.1	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.1	100.0	1.9
Quebec	58.8	3.2	0.3	0.3	2.5	30.8	21.8	1.3	23.0	44.4	3.6	33.2	23.0	1.3	16.5	10.5	1.2
Montreal	55.8	3.4	0.0	0.0	0.0	30.8	20.5	1.3	23.1	51.8	4.2	28.8	17.4	1.1	16.3	10.3	1.2
Quebec City	72.7	2.9	0.8	1.2	3.0	32.2	24.8	1.6	26.4	26.0	2.1	49.6	36.8	1.6	19.0	11.2	1.3
Sherbrooke	2.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	100.0	1.0
Chicoutimi/Jonquière	67.9	2.2	3.6	2.4	1.0	46.4	34.1	1.1	3.6	4.9	2.0	39.3	53.7	2.0	7.1	4.9	1.0
Ontario	7.3	1.9	1.7	15.6	1.3	2.0	20.8	1.5	2.0	21.7	1.5	2.7	39.5	2.0	0.3	2.3	1.0
Ottaw a	14.3	1.8	4.3	27.8	1.7	2.9	11.1	1.0	10.0	61.1	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	4.8	2.3	1.2	11.1	1.0	1.2	22.2	2.0	0.0	0.0	0.0	3.6	66.7	2.0	0.0	0.0	0.0
Windsor	16.7	1.0	0.0	0.0	0.0	5.6	33.3	1.0	2.8	16.7	1.0	0.0	0.0	0.0	8.3	50.0	1.0
Sudbury	25.0	1.0	0.0	0.0	0.0	17.9	71.4	1.0	7.1	28.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	57.4	1.8	1.2	1.1	1.0	6.2	5.8	1.0	15.8	18.3	1.2	33.0	52.9	1.7	19.5	21.8	1.2
Brandon	14.3	1.5	0.0	0.0	0.0	7.1	33.3	1.0	0.0	0.0	0.0	7.1	66.7	2.0	0.0	0.0	0.0
Winnipeg	58.0	1.9	1.2	1.1	1.0	6.2	5.7	1.0	16.0	18.4	1.2	33.3	52.9	1.7	19.8	21.8	1.2
Saskatchew an	77.1	2.0	0.0	0.0	0.0	14.9	12.2	1.3	14.9	31.8	3.3	45.6	34.8	1.2	24.6	21.1	1.3
Sw ift Current	91.7	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	66.7	66.7	1.0	33.3	33.3	1.0
North Battleford	61.5	3.4	0.0	0.0	0.0	30.8	18.5	1.3	30.8	48.1	3.3	23.1	18.5	1.7	15.4	14.8	2.0
Alberta	45.9	4.5	0.7	0.4	1.0	5.0	3.7	1.5	22.4	71.9	6.6	15.9	13.0	1.7	16.4	11.1	1.4
Calgary	67.6	6.6	0.0	0.0	0.0	8.1	3.3	1.8	59.5	89.4	6.7	9.5	2.4	1.1	17.6	4.9	1.2
Edmonton	33.0	1.9	1.1	1.7	1.0	3.3	5.2	1.0	0.0	0.0	0.0	19.8	56.9	1.8	15.4	36.2	1.5
Medicine Hat	38.5	2.7	3.8	3.7	1.0	0.0	0.0	0.0	23.1	37.0	1.7	15.4	25.9	1.8	26.9	33.3	1.3
British Columbia	32.5	1.7	4.4	8.1	1.0	13.6	27.0	1.1	4.4	8.1	1.0	14.3	45.5	1.7	5.0	11.2	1.2
Vancouver	32.2	1.7	4.6	8.5	1.0	13.8	27.7	1.1	4.6	8.5	1.0	13.8	44.7	1.8	4.6	10.6	1.3
Kelow na	44.4	1.6	0.0	0.0	0.0	7.4	10.5	1.0	0.0	0.0	0.0	33.3	68.4	1.4	14.8	21.1	1.0
Campbell River/Courtnay	20.0	2.0	0.0	0.0	0.0	20.0	50.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	50.0	1.0

* Dist % = Percent of stores (based on weighted estimates) that carried that form of ad

** Avg = Average number of ads in distribution in all stores carrying that type of ad

*** % = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad.

Table 25 - Tobacco Point Of Sale Advertising Indicators - Weighted (1996)
Supermarket Grocery Stores

	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
Region	dist %*	avg**	dist %	%***	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National (All Cities)	25.6	2.3	0.7	2.2	1.8	11.9	24.4	1.2	7.7	40.3	3.1	5.4	11.3	1.2	10.4	21.9	1.3
St. John's, NFLD	11.1	4.0	11.1	62.5	2.5	0.0	0.0	0.0	11.1	37.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetow n, PEI	10.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	100.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunsw ick	47.7	3.4	0.0	0.0	0.0	0.0	0.0	0.0	40.5	87.4	3.5	0.0	0.0	0.0	16.9	12.6	1.2
Fredricton	45.5	3.4	0.0	0.0	0.0	0.0	0.0	0.0	45.5	94.1	3.2	0.0	0.0	0.0	9.1	5.9	1.0
Saint John	56.3	3.0	0.0	0.0	0.0	0.0	0.0	0.0	43.8	85.2	3.3	0.0	0.0	0.0	18.8	14.8	1.3
Bathurst	22.2	7.0	0.0	0.0	0.0	0.0	0.0	0.0	22.2	85.7	6.0	0.0	0.0	0.0	22.2	14.3	1.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro/New Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	40.5	2.0	0.5	0.9	1.5	19.0	26.0	1.1	11.4	32.5	2.3	8.1	10.3	1.1	20.2	30.3	1.2
Montreal	40.6	1.9	0.0	0.0	0.0	18.8	27.3	1.1	7.9	29.9	2.9	6.9	9.1	1.0	21.8	33.8	1.2
Quebec City	42.0	2.5	2.0	2.8	1.5	20.0	22.4	1.2	24.0	39.3	1.8	12.0	13.1	1.2	16.0	22.4	1.5
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	35.3	1.7	5.9	10.0	1.0	23.5	60.0	1.5	0.0	0.0	0.0	11.8	20.0	1.0	5.9	10.0	1.0
Ontario	9.6	1.1	0.0	0.0	0.0	5.8	58.7	1.1	3.5	35.4	1.1	0.0	0.0	0.0	0.6	5.9	1.0
Ottaw a	25.0	1.3	0.0	0.0	0.0	13.9	50.0	1.2	8.3	33.3	1.3	0.0	0.0	0.0	5.6	16.7	1.0
Toronto	7.4	1.0	0.0	0.0	0.0	4.4	60.0	1.0	2.9	40.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	17.6	1.7	0.0	0.0	0.0	17.6	100.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	16.7	2.0	0.0	0.0	0.0	16.7	100.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	10.6	2.4	1.5	5.9	1.0	1.5	11.8	2.0	3.0	29.4	2.5	6.1	41.2	1.8	3.0	11.8	1.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	10.8	2.4	1.5	5.9	1.0	1.5	11.8	2.0	3.1	29.4	2.5	6.2	41.2	1.8	3.1	11.8	1.0
Saskatchew an	56.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.0	20.5	2.5	56.0	79.5	4.1
Sw ift Current	50.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	100.0	5.0
North Battleford	66.7	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	66.7	45.5	2.5	66.7	54.5	3.0
Alberta	15.7	7.8	0.0	0.0	0.0	1.6	1.3	1.0	9.1	91.0	12.2	4.0	4.6	1.4	2.3	3.1	1.6
Calgary	33.3	9.8	0.0	0.0	0.0	2.0	0.6	1.0	25.5	94.6	12.2	5.9	2.4	1.3	3.9	2.4	2.0
Edmonton	5.9	1.3	0.0	0.0	0.0	1.5	20.0	1.0	0.0	0.0	0.0	2.9	60.0	1.5	1.5	20.0	1.0
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	13.3	3.2	3.1	14.6	2.0	9.2	43.9	2.0	2.1	4.9	1.0	7.2	31.7	1.9	1.0	4.9	2.0
Vancouver	13.7	3.2	3.2	14.6	2.0	9.5	43.9	2.0	2.1	4.9	1.0	7.4	31.7	1.9	1.1	4.9	2.0
Kelow na	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

* Dist % = Percent of stores (based on weighted estimates) that carried that form of ad

** Avg = Average number of ads in distribution in all stores carrying that type of ad

*** % = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad.

Table 26 - Tobacco Point Of Sale Advertising Indicators - Weighted (1996)
Remaining Grocery/Variety Stores

	Total		Dangler			Poster			Shelf Talker			C/T Display			Other		
Region	dist %	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg	dist %	%	avg
National (All Cities)	32.0	3.1	1.0	1.3	1.3	15.7	23.7	1.5	9.8	39.4	4.1	11.1	18.1	1.6	13.3	17.5	1.3
St. John's, NFLD	30.8	4.4	1.9	2.8	2.0	1.9	1.4	1.0	28.8	84.5	4.0	0.0	0.0	0.0	11.5	11.3	1.3
Charlottetown, PEI	28.6	3.3	0.0	0.0	0.0	9.5	20.0	2.0	4.8	5.0	1.0	9.5	15.0	1.5	23.8	60.0	2.4
New Brunswick	70.7	5.5	9.8	2.5	1.0	7.8	2.5	1.3	59.5	84.2	5.5	13.5	7.4	2.1	9.8	3.4	1.4
Fredricton	51.1	4.3	0.0	0.0	0.0	13.3	8.2	1.3	35.6	77.6	4.8	11.1	7.1	1.4	13.3	7.1	1.2
Saint John	80.5	5.9	14.3	3.0	1.0	6.5	1.6	1.2	71.4	85.3	5.7	15.6	7.6	2.3	7.8	2.4	1.5
Bathurst	43.5	2.9	0.0	0.0	0.0	0.0	0.0	0.0	26.1	82.8	4.0	0.0	0.0	0.0	17.4	17.2	1.3
Nova Scotia	21.8	1.8	0.0	0.0	0.0	0.9	7.1	3.0	7.6	23.5	1.3	2.8	9.4	1.3	16.1	60.0	1.5
Truro/New Glasgow	41.5	2.1	0.0	0.0	0.0	2.4	8.6	3.0	19.5	28.6	1.3	7.3	11.4	1.3	26.8	51.4	1.6
Sydney	9.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.3	100.0	1.3
Quebec	53.1	3.8	0.2	0.1	1.0	25.9	22.3	1.7	20.5	41.5	4.1	25.0	19.7	1.6	24.8	16.5	1.3
Montreal	50.5	3.9	0.0	0.0	0.0	22.7	18.8	1.6	20.6	46.4	4.5	21.6	16.7	1.5	26.8	18.2	1.3
Quebec City	81.3	3.7	0.0	0.0	0.0	53.1	39.6	2.2	28.1	19.8	2.1	56.3	33.3	1.8	15.6	7.3	1.4
Sherbrooke	10.3	1.0	0.0	0.0	0.0	5.1	50.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	50.0	1.0
Chicoutimi/Jonquière	71.3	2.0	7.5	5.3	1.0	43.8	36.0	1.2	6.3	4.4	1.0	36.3	44.7	1.8	13.8	9.6	1.0
Ontario	17.4	2.0	1.2	5.0	1.5	12.0	51.0	1.4	2.8	10.7	1.3	4.4	18.7	1.5	4.1	14.6	1.2
Ottawa	49.4	1.8	6.3	8.7	1.2	24.1	34.8	1.3	11.4	17.4	1.3	8.9	11.6	1.1	16.5	27.5	1.5
Toronto	11.4	2.1	0.4	3.6	2.0	8.7	52.7	1.5	1.7	9.1	1.3	3.9	25.5	1.6	2.2	9.1	1.0
Windsor	47.1	1.9	1.4	3.2	2.0	42.9	85.5	1.8	0.0	0.0	0.0	1.4	1.6	1.0	8.6	9.7	1.0
Sudbury	49.2	1.7	0.0	0.0	0.0	49.2	98.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.9	1.0
Manitoba	59.2	2.2	0.0	0.0	0.0	14.4	13.8	1.2	9.6	18.8	2.5	25.6	35.0	1.8	32.0	32.5	1.3
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	59.7	2.2	0.0	0.0	0.0	14.5	13.8	1.2	9.7	18.8	2.5	25.8	35.0	1.8	32.3	32.5	1.3
Saskatchewan	88.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0	16.9	34.9	3.0	0.0	0.0	0.0	71.2	65.1	1.3
Swift Current	85.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	85.7	100.0	1.3
North Battleford	100.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	67.0	4.9	0.7	0.2	1.0	15.4	8.3	1.8	29.3	54.6	6.1	31.7	17.2	1.8	44.0	19.7	1.5
Calgary	77.3	7.0	0.0	0.0	0.0	21.3	6.9	1.8	57.3	64.7	6.1	37.3	14.5	2.1	44.0	14.0	1.7
Edmonton	56.9	1.9	1.5	1.4	1.0	9.2	15.9	1.8	0.0	0.0	0.0	26.2	31.9	1.3	44.6	50.7	1.2
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	25.8	1.5	1.0	2.6	1.0	16.5	47.4	1.1	1.0	2.6	1.0	3.1	15.8	2.0	11.3	31.6	1.1
Vancouver	26.6	1.5	1.1	2.6	1.0	17.0	47.4	1.1	1.1	2.6	1.0	3.2	15.8	2.0	11.7	31.6	1.1
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

* Dist % = Percent of stores (based on weighted estimates) that carried that form of ad

** Avg = Average number of ads in distribution in all stores carrying that type of ad

*** % = Weighted share of total ads, i.e., the percent of all ads represented by each type of ad.

Table 27- Tobacco POS Advertising In Convenience Chains By Type Of Ad - Weighted (1996)

All POS Ad Types

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	2.4	1.6	1.9	0.9	6.0	2.9	17.8	8.3	15.1	8.9	28.6	24.6	9.4	4.8	14.3	7.6	15.6	7.4	30.7	27.2	11.3	5.8
St. John's, NFLD	47.1	78.5	0.0	0.0	0.0	0.0	2.9	2.5	11.8	7.6	0.0	0.0	5.9	2.5	11.8	7.6	0.0	0.0	2.9	1.3	0.0	0.0
Charlottetown, PEI	10.5	17.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.3	35.3	0.0	0.0	36.8	41.2	0.0	0.0	0.0	0.0	5.3	5.9
New Brunswick	67.9	49.8	11.1	2.1	40.1	16.9	7.4	1.4	4.3	0.8	16.7	7.6	0.0	0.0	22.8	5.3	1.2	0.2	0.0	0.0	51.2	15.8
Fredricton	100.0	48.7	33.3	5.1	16.7	7.7	33.3	5.1	0.0	0.0	50.0	12.8	0.0	0.0	16.7	5.1	16.7	2.6	0.0	0.0	50.0	12.8
Saint John	66.7	50.0	9.5	1.8	42.9	17.9	4.8	0.9	4.8	0.9	14.3	7.1	0.0	0.0	23.8	5.4	0.0	0.0	0.0	0.0	52.4	16.1
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	33.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	3.4	5.5	4.2	6.9	4.2	6.9	15.2	24.8	2.1	3.5	9.7	19.3	0.0	0.0	9.7	15.9	0.0	0.0	0.0	0.0	9.2	17.1
Truro/New Glasgow	2.6	4.3	5.1	8.7	5.1	8.7	15.4	26.1	2.6	4.3	10.3	21.7	0.0	0.0	10.3	17.4	0.0	0.0	0.0	0.0	5.1	8.7
Sydney	7.1	10.0	0.0	0.0	0.0	0.0	14.3	20.0	0.0	0.0	7.1	10.0	0.0	0.0	7.1	10.0	0.0	0.0	0.0	0.0	28.6	50.0
Quebec	3.0	1.0	0.4	0.1	3.5	0.9	27.3	7.7	23.8	11.3	34.9	21.6	0.9	0.2	12.6	4.0	23.1	8.7	64.0	43.0	5.4	1.4
Montreal	2.3	0.8	0.0	0.0	3.8	1.0	25.0	6.8	23.5	11.2	35.6	22.4	0.8	0.2	9.8	3.1	23.5	8.7	66.7	44.7	4.5	1.2
Quebec City	6.3	2.2	3.2	1.1	2.1	0.7	43.2	15.3	28.4	12.4	32.6	14.5	2.1	0.7	30.5	12.0	22.1	8.7	50.5	28.4	11.6	4.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	35.0	18.2	0.0	0.0	0.0	0.0	50.0	25.0	0.0	0.0	20.0	9.1	0.0	0.0	30.0	13.6	10.0	4.5	60.0	29.5	0.0	0.0
Ontario	1.3	1.9	1.9	3.3	1.7	2.5	3.3	5.5	9.5	16.5	9.2	15.6	9.7	14.7	8.1	12.2	7.6	13.4	3.5	6.8	3.6	7.6
Ottawa	3.5	3.3	4.3	5.0	0.9	0.8	4.3	5.0	18.3	20.7	8.7	8.3	10.4	9.9	12.2	11.6	17.4	19.8	9.6	11.6	3.5	4.1
Toronto	0.0	0.0	0.0	0.0	2.1	7.1	2.1	7.1	4.2	14.3	6.3	28.6	6.3	21.4	4.2	14.3	2.1	7.1	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	4.3	2.6	2.2	1.3	8.7	5.2	6.5	5.2	37.0	22.1	34.8	20.8	19.6	11.7	0.0	0.0	0.0	0.0	34.8	31.2
Sudbury	0.0	0.0	0.0	0.0	11.1	16.7	0.0	0.0	0.0	0.0	0.0	0.0	33.3	66.7	0.0	0.0	0.0	0.0	0.0	0.0	11.1	16.7
Manitoba	0.0	0.0	2.7	1.0	31.2	13.5	20.4	8.2	9.6	4.7	19.0	12.3	38.0	14.9	27.2	10.8	27.0	10.7	0.0	0.0	55.2	23.9
Brandon	0.0	0.0	0.0	0.0	75.0	42.3	50.0	7.7	50.0	11.5	50.0	7.7	100.0	15.4	75.0	15.4	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	2.7	1.0	31.1	13.3	20.3	8.2	9.5	4.6	18.9	12.3	37.8	14.9	27.0	10.8	27.0	10.8	0.0	0.0	55.4	24.1
Saskatchewan	0.0	0.0	0.0	0.0	80.0	26.7	0.0	0.0	0.0	0.0	0.0	0.0	40.0	13.3	0.0	0.0	0.0	0.0	80.0	40.0	60.0	20.0
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
North Battleford	0.0	0.0	0.0	0.0	100.0	28.6	0.0	0.0	0.0	0.0	0.0	0.0	50.0	14.3	0.0	0.0	0.0	0.0	100.0	42.9	50.0	14.3
Alberta	0.5	0.2	5.2	1.8	16.6	6.0	20.7	11.2	4.7	1.6	56.1	37.5	29.1	12.0	29.5	14.2	9.9	2.5	0.5	0.1	31.7	12.8
Calgary	0.0	0.0	9.4	1.9	25.0	6.3	37.5	14.0	1.0	0.7	59.4	36.1	31.3	10.3	53.1	17.7	10.4	1.9	0.0	0.0	39.6	11.0
Edmonton	1.0	1.0	1.0	1.5	8.3	5.3	4.2	1.9	8.3	4.4	53.1	42.2	27.1	17.5	6.3	2.9	9.4	4.4	1.0	0.5	24.0	18.4
Medicine Hat	0.0	0.0	0.0	0.0	14.3	16.7	0.0	0.0	14.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.6	50.0
British Columbia	0.0	0.0	3.7	5.2	1.3	1.8	2.4	3.4	7.1	13.3	9.6	21.9	8.6	14.1	8.5	15.4	7.1	10.0	0.0	0.0	10.6	15.0
Vancouver	0.0	0.0	3.6	5.1	1.2	1.7	2.4	3.4	7.1	13.6	9.5	22.0	8.3	13.6	8.3	15.3	7.1	10.2	0.0	0.0	10.7	15.3
Kelowna	0.0	0.0	12.5	7.1	12.5	7.1	0.0	0.0	0.0	0.0	25.0	14.3	62.5	50.0	37.5	21.4	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	16.7	33.3	0.0	0.0	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0

Table 28- Tobacco POS Advertising In Convenience Chains By Type Of Ad - Weighted (1996)

Danglers

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	0.0	0.4	0.0	0.0	0.0	0.0	0.1	2.1	0.7	18.7	0.3	8.9	0.4	9.5	0.6	16.0	0.7	17.5	0.8	20.0	0.2	6.9
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	4.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	33.3
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	4.8	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	33.3
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro/New Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.5	0.0	0.0	0.1	3.5	0.8	19.9	1.4	36.3	1.5	37.0	0.0	0.0
Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	20.0	1.5	40.0	1.5	40.0	0.0	0.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	20.0	0.0	0.0	1.1	20.0	1.1	20.0	1.1	20.0	1.1	20.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	100.0	0.0	0.0
Ontario	0.0	0.0	0.0	0.0	0.0	0.0	0.3	5.7	2.1	39.6	0.3	5.7	1.2	20.7	0.6	11.3	0.0	0.0	0.3	5.7	0.3	11.3
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.9	11.1	1.7	22.2	0.9	11.1	0.0	0.0	1.7	22.2	0.0	0.0	0.9	11.1	0.9	22.2
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	50.0	0.0	0.0	2.1	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Battleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	32.7	0.5	32.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	34.6
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	33.3	1.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	33.3
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	100.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	66.7	0.0	0.0	1.2	33.3	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	66.7	0.0	0.0	1.2	33.3	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 29- Tobacco POS Advertising In Convenience Chains By Type Of Ad - Weighted (1996)

Posters

Region	Belvedere %dist	Belvedere brand share	Benson & Hedges %dist	Benson & Hedges brand share	Canadian Classics %dist	Canadian Classics brand share	Du Maurier %dist	Du Maurier brand share	Export A Smooth %dist	Export A Smooth brand share	Remaining Export A %dist	Remaining Export A brand share	Matinee %dist	Matinee brand share	Players %dist	Players brand share	Rothmans %dist	Rothmans brand share	Sportsman %dist	Sportsman brand share	Other %dist	Other brand share
National (All Cities)	0.8	1.6	0.4	1.1	0.4	0.9	2.2	4.5	2.1	4.5	6.2	14.0	1.9	4.0	2.7	5.8	8.3	23.2	15.2	34.4	2.0	6.0
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetow n, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunsw ick	0.0	0.0	0.0	0.0	0.0	0.0	1.2	22.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	77.8
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	16.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	100.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	100.0
Truro/New Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	100.0
Quebec	0.9	1.4	0.1	0.2	0.0	0.0	3.1	4.4	1.7	2.5	3.0	4.3	0.1	0.2	3.9	5.7	15.9	31.3	31.5	49.7	0.3	0.4
Montreal	0.8	1.2	0.0	0.0	0.0	0.0	3.0	4.8	0.8	1.2	1.5	2.4	0.0	0.0	0.8	1.2	15.9	35.7	31.1	53.6	0.0	0.0
Quebec City	1.1	1.0	1.1	1.0	0.0	0.0	3.2	2.9	8.4	7.6	12.6	11.4	1.1	1.0	25.3	22.9	16.8	15.2	35.8	35.2	2.1	1.9
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	25.0	28.6	0.0	0.0	0.0	0.0	10.0	9.5	0.0	0.0	10.0	9.5	0.0	0.0	0.0	0.0	10.0	9.5	45.0	42.9	0.0	0.0
Ontario	1.0	3.1	0.9	3.0	1.3	4.4	2.9	9.4	2.4	7.8	4.7	15.3	6.6	21.5	2.3	7.4	3.2	12.6	2.2	7.3	2.1	8.2
Ottaw a	2.6	5.8	1.7	3.8	0.0	0.0	3.5	7.7	6.1	13.5	1.7	3.8	8.7	19.2	2.6	5.8	8.7	23.1	6.1	13.5	1.7	3.8
Toronto	0.0	0.0	0.0	0.0	2.1	16.7	2.1	16.7	0.0	0.0	4.2	33.3	2.1	16.7	2.1	16.7	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	4.3	4.2	2.2	2.1	6.5	6.3	2.2	2.1	26.1	25.0	32.6	31.3	2.2	2.1	0.0	0.0	0.0	0.0	21.7	27.1
Sudbury	0.0	0.0	0.0	0.0	11.1	16.7	0.0	0.0	0.0	0.0	0.0	0.0	33.3	66.7	0.0	0.0	0.0	0.0	0.0	0.0	11.1	16.7
Manitoba	0.0	0.0	0.0	0.0	0.1	5.5	0.0	0.0	4.1	53.1	2.8	26.9	0.1	0.7	0.1	0.7	0.0	0.0	0.0	0.0	1.3	13.1
Brandon	0.0	0.0	0.0	0.0	50.0	66.7	0.0	0.0	25.0	8.3	25.0	8.3	25.0	8.3	25.0	8.3	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	57.1	2.7	28.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	14.3
Saskatchew an	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.0	100.0	0.0	0.0
Sw ift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Battleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	100.0	0.0	0.0
Alberta	0.5	1.5	0.5	4.4	0.0	0.0	0.0	0.0	1.1	3.0	21.3	65.1	0.5	1.4	0.0	0.0	0.5	1.4	0.0	0.0	3.1	23.2
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.8	66.7	1.0	3.0	0.0	0.0	1.0	3.0	0.0	0.0	3.1	27.3
Edmonton	1.0	2.8	1.0	8.3	0.0	0.0	0.0	0.0	2.1	5.6	21.9	63.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	19.4
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	50.0
British Columbia	0.0	0.0	0.1	0.2	1.2	3.5	0.1	0.2	4.7	17.6	4.8	21.3	1.3	4.0	4.9	18.0	1.2	3.5	0.0	0.0	10.6	31.6
Vancouver	0.0	0.0	0.0	0.0	1.2	3.6	0.0	0.0	4.8	17.9	4.8	21.4	1.2	3.6	4.8	17.9	1.2	3.6	0.0	0.0	10.7	32.1
Kelow na	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	25.0	12.5	50.0	12.5	25.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	16.7	33.3	0.0	0.0	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0

Table 30- Tobacco POS Advertising In Convenience Chains By Type Of Ad - Weighted (1996)

Shelf Talkers

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	1.2	2.5	1.0	1.1	2.8	3.3	3.0	6.1	6.9	12.1	14.7	33.7	1.9	4.1	3.3	6.1	1.5	1.3	11.9	27.7	1.4	2.0
St. John's, NFLD	41.2	80.8	0.0	0.0	0.0	0.0	2.9	1.4	8.8	6.8	0.0	0.0	2.9	1.4	11.8	8.2	0.0	0.0	2.9	1.4	0.0	0.0
Charlottetown, PEI	5.3	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8	60.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	20.0
New Brunswick	62.3	52.8	9.9	2.3	40.1	20.8	0.0	0.0	4.3	1.0	11.1	8.1	0.0	0.0	1.2	0.6	1.2	0.3	0.0	0.0	46.9	14.1
Fredricton	83.3	53.1	16.7	3.1	16.7	9.4	0.0	0.0	0.0	0.0	33.3	12.5	0.0	0.0	16.7	6.3	16.7	3.1	0.0	0.0	50.0	12.5
Saint John	61.9	52.7	9.5	2.2	42.9	22.0	0.0	0.0	4.8	1.1	9.5	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	47.6	14.3
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	2.1	11.1	4.2	22.2	4.2	22.2	0.0	0.0	2.1	11.1	2.1	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	22.2
Truro/New Glasgow	2.6	11.1	5.1	22.2	5.1	22.2	0.0	0.0	2.6	11.1	2.6	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	22.2
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	1.2	1.1	0.3	0.2	3.5	2.1	1.4	0.9	12.6	17.3	22.7	34.1	0.0	0.0	1.2	0.7	0.4	0.2	24.6	43.1	0.4	0.2
Montreal	0.8	0.8	0.0	0.0	3.8	2.0	1.5	0.8	13.6	17.6	24.2	34.4	0.0	0.0	0.8	0.4	0.0	0.0	26.5	43.9	0.0	0.0
Quebec City	4.2	6.8	2.1	3.4	2.1	3.4	1.1	1.7	7.4	11.9	14.7	27.1	0.0	0.0	4.2	6.8	3.2	5.1	14.7	28.8	3.2	5.1
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.3	2.2	0.6	4.4	0.3	2.2	0.5	3.2	3.2	21.9	1.1	7.5	0.0	0.0	2.3	15.6	4.1	27.7	1.9	13.1	0.3	2.2
Ottawa	0.9	2.7	1.7	5.4	0.9	2.7	0.9	2.7	8.7	27.0	2.6	8.1	0.0	0.0	2.6	8.1	7.8	24.3	5.2	16.2	0.9	2.7
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	50.0	2.1	50.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	2.2	33.3	0.0	0.0	2.2	33.3	0.0	0.0	2.2	33.3	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	1.3	16.7	1.3	16.7	0.0	0.0	4.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	16.7
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	1.4	16.7	1.4	16.7	0.0	0.0	4.1	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	16.7
Saskatchewan	0.0	0.0	0.0	0.0	40.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.0	33.3	40.0	33.3
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Battleford	0.0	0.0	0.0	0.0	50.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	33.3	50.0	33.3
Alberta	0.0	0.0	4.1	2.5	5.7	5.1	13.5	17.5	0.5	1.1	24.3	38.3	11.9	13.1	12.9	16.3	2.1	1.1	0.0	0.0	5.7	5.1
Calgary	0.0	0.0	8.3	2.6	11.5	5.1	27.1	17.7	1.0	1.1	47.9	38.5	24.0	13.2	26.0	16.5	4.2	1.1	0.0	0.0	10.4	4.3
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	80.0
Medicine Hat	0.0	0.0	0.0	0.0	14.3	50.0	0.0	0.0	14.3	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	1.2	25.0	1.2	25.0	0.0	0.0	1.2	25.0	1.2	25.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	1.2	25.0	1.2	25.0	0.0	0.0	1.2	25.0	1.2	25.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 31- Tobacco POS Advertising In Convenience Chains By Type Of Ad - Weighted (1996)

Countertop Displays

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	0.2	0.4	0.4	0.7	2.2	4.6	11.5	20.8	5.2	9.9	3.7	6.8	4.5	9.1	1.7	3.1	2.3	4.3	16.1	30.7	5.0	9.7
St. John's, NFLD	2.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	21.6	46.1	0.0	0.0	0.0	0.0	5.6	11.8	0.0	0.0	1.2	2.6	0.0	0.0	4.3	9.2	0.0	0.0	0.0	0.0	14.2	30.3
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	16.7	33.3	0.0	0.0	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	33.3
Saint John	23.8	50.0	0.0	0.0	0.0	0.0	4.8	10.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	10.0	0.0	0.0	0.0	0.0	14.3	30.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro/New Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.1	0.1	0.0	0.0	0.0	0.0	23.0	30.6	9.6	13.6	1.1	1.5	0.6	0.9	1.6	2.1	0.6	0.9	34.5	48.4	1.5	2.0
Montreal	0.0	0.0	0.0	0.0	0.0	0.0	20.5	27.8	8.3	12.4	0.8	1.0	0.8	1.0	1.5	2.1	0.8	1.0	37.1	53.6	0.8	1.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	40.0	44.7	18.9	21.2	3.2	3.5	0.0	0.0	1.1	1.2	0.0	0.0	20.0	22.4	6.3	7.1
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	10.0	9.1	0.0	0.0	0.0	0.0	45.0	40.9	0.0	0.0	10.0	9.1	0.0	0.0	30.0	27.3	0.0	0.0	15.0	13.6	0.0	0.0
Ontario	0.0	0.0	0.3	6.9	0.0	0.0	0.0	0.0	0.6	13.8	1.2	25.2	0.3	6.9	0.3	6.9	0.3	6.9	0.0	0.0	1.6	33.5
Ottawa	0.0	0.0	0.9	16.7	0.0	0.0	0.0	0.0	1.7	33.3	0.0	0.0	0.9	16.7	0.9	16.7	0.9	16.7	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.9	100.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	1.3	0.9	18.9	12.1	17.7	11.2	2.8	1.8	5.5	3.5	37.9	24.1	15.0	9.6	21.6	14.6	0.0	0.0	35.0	22.3
Brandon	0.0	0.0	0.0	0.0	25.0	21.4	50.0	14.3	50.0	14.3	25.0	7.1	75.0	21.4	75.0	21.4	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	1.4	0.9	18.9	12.1	17.6	11.2	2.7	1.7	5.4	3.4	37.8	24.1	14.9	9.5	21.6	14.7	0.0	0.0	35.1	22.4
Saskatchewan	0.0	0.0	0.0	0.0	40.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	40.0	33.3	0.0	0.0	0.0	0.0	40.0	33.3	0.0	0.0
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Battleford	0.0	0.0	0.0	0.0	50.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	50.0	33.3	0.0	0.0	0.0	0.0	50.0	33.3	0.0	0.0
Alberta	0.5	0.7	0.0	0.0	9.9	15.8	0.5	0.7	2.6	3.5	16.2	22.1	14.1	23.5	1.0	1.4	4.7	6.2	0.5	0.7	17.1	25.5
Calgary	0.0	0.0	0.0	0.0	11.5	27.7	0.0	0.0	0.0	0.0	4.2	8.5	5.2	10.6	0.0	0.0	2.1	4.3	0.0	0.0	19.8	48.9
Edmonton	1.0	1.0	0.0	0.0	8.3	10.2	1.0	1.0	5.2	5.1	28.1	28.6	22.9	29.6	2.1	2.0	7.3	7.1	1.0	1.0	14.6	14.3
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	3.6	14.9	0.1	0.3	1.2	4.9	1.2	4.9	2.4	9.7	7.5	30.7	2.5	10.4	5.9	24.3	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	3.6	15.0	0.0	0.0	1.2	5.0	1.2	5.0	2.4	10.0	7.1	30.0	2.4	10.0	6.0	25.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	12.5	11.1	12.5	11.1	0.0	0.0	0.0	0.0	0.0	0.0	62.5	55.6	25.0	22.2	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 32- Tobacco POS Advertising In Convenience Chains By Type Of Ad - Weighted (1996)

Other Ad Types

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	0.5	1.0	0.2	0.4	1.0	2.1	2.0	4.1	1.6	3.2	15.9	33.8	1.0	2.3	8.5	17.3	3.8	9.7	6.9	15.7	4.1	10.5
St. John's, NFLD	5.9	40.0	0.0	0.0	0.0	0.0	2.9	20.0	2.9	20.0	0.0	0.0	2.9	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetow n, PEI	5.3	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	10.0	0.0	0.0	36.8	70.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunsw ick	9.9	32.1	1.2	3.6	0.0	0.0	0.6	1.8	0.0	0.0	0.0	0.0	0.0	0.0	17.3	62.5	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	16.7	66.7	16.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	9.5	28.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.0	71.4	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	33.3	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	1.2	3.4	0.0	0.0	0.0	0.0	15.2	41.9	0.0	0.0	5.5	21.0	0.0	0.0	9.7	26.8	0.0	0.0	0.0	0.0	2.5	6.9
Truro/New Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	15.4	46.2	0.0	0.0	5.1	23.1	0.0	0.0	10.3	30.8	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	7.1	14.3	0.0	0.0	0.0	0.0	14.3	28.6	0.0	0.0	7.1	14.3	0.0	0.0	7.1	14.3	0.0	0.0	0.0	0.0	14.3	28.6
Quebec	0.8	1.3	0.0	0.0	0.0	0.0	1.3	2.2	1.3	2.2	20.1	33.8	0.0	0.0	7.6	12.7	6.3	14.0	14.8	28.3	3.2	5.5
Montreal	0.8	1.1	0.0	0.0	0.0	0.0	1.5	2.3	1.5	2.3	22.0	33.3	0.0	0.0	8.3	12.6	6.8	13.8	16.7	28.7	3.8	5.7
Quebec City	1.1	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	42.9	0.0	0.0	3.2	14.3	3.2	19.0	4.2	19.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.0	0.0	0.3	3.0	0.0	0.0	0.0	0.0	2.5	23.0	3.0	28.3	1.6	15.3	2.6	24.3	0.6	6.0	0.0	0.0	0.0	0.0
Ottaw a	0.0	0.0	0.9	5.9	0.0	0.0	0.0	0.0	3.5	23.5	3.5	23.5	0.9	5.9	4.3	29.4	1.7	11.8	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	33.3	2.1	33.3	2.1	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7	33.3	2.2	8.3	15.2	58.3	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	1.3	1.5	14.8	16.7	2.7	3.0	4.0	4.5	16.2	22.7	1.3	1.5	13.5	15.2	5.4	6.1	0.0	0.0	21.6	28.8
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	1.4	1.5	14.9	16.7	2.7	3.0	4.1	4.5	16.2	22.7	1.4	1.5	13.5	15.2	5.4	6.1	0.0	0.0	21.6	28.8
Saskatchew an	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	100.0
Sw ift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0
North Battleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.5	0.5	3.1	3.2	7.3	7.5	0.5	0.5	32.2	37.5	3.6	4.3	23.8	24.5	3.6	3.7	0.0	0.0	11.5	18.2
Calgary	0.0	0.0	1.0	0.8	5.2	4.1	11.5	8.9	0.0	0.0	33.3	29.3	1.0	0.8	43.8	34.1	5.2	4.1	0.0	0.0	13.5	17.9
Edmonton	0.0	0.0	0.0	0.0	1.0	1.6	3.1	4.7	1.0	1.6	31.3	53.1	6.3	10.9	4.2	6.3	2.1	3.1	0.0	0.0	9.4	18.8
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	100.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	24.6	3.6	75.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	25.0	3.6	75.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelow na	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 33- Tobacco POS Advertising In Gas Convenience Stores/Kiosks - Weighted (1996)

All POS Ad Types

Region	Belvedere %dist	Belvedere brand share	Benson & Hedges %dist	Benson & Hedges brand share	Canadian Classics %dist	Canadian Classics brand share	Du Maurier %dist	Du Maurier brand share	Export A Smooth %dist	Export A Smooth brand share	Remaining Export A %dist	Remaining Export A brand share	Matinee %dist	Matinee brand share	Players %dist	Players brand share	Rothmans %dist	Rothmans brand share	Sportsman %dist	Sportsman brand share	Other %dist	Other brand share
National (All Cities)	1.4	1.8	2.4	2.4	2.8	2.4	9.5	10.2	8.4	9.0	13.7	20.3	5.1	6.2	8.2	9.8	4.9	4.6	15.3	27.9	4.9	5.3
St. John's, NFLD	16.4	80.6	0.0	0.0	0.0	0.0	0.0	0.0	1.8	3.2	0.0	0.0	0.0	0.0	7.3	12.9	1.8	3.2	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	3.2	10.0	0.0	0.0	16.1	50.0	0.0	0.0	9.7	30.0	0.0	0.0	0.0	0.0	3.2	10.0
New Brunswick	23.0	21.2	11.2	5.5	17.5	8.4	15.9	7.0	6.3	6.1	36.3	40.6	4.1	1.6	5.7	2.8	1.4	0.6	0.0	0.0	12.3	6.2
Fredricton	25.0	18.8	10.7	4.3	7.1	2.9	14.3	5.8	3.6	4.3	42.9	49.3	0.0	0.0	7.1	4.3	3.6	1.4	0.0	0.0	21.4	8.7
Saint John	26.1	22.9	13.0	5.7	26.1	11.4	21.7	8.6	8.7	5.7	39.1	38.6	8.7	2.9	4.3	1.4	0.0	0.0	0.0	0.0	4.3	2.9
Bathurst	6.3	21.1	6.3	10.5	18.8	15.8	0.0	0.0	6.3	21.1	6.3	5.3	0.0	0.0	6.3	5.3	0.0	0.0	0.0	0.0	12.5	21.1
Nova Scotia	5.8	28.3	0.0	0.0	0.0	0.0	2.9	9.8	0.0	0.0	9.3	31.5	0.0	0.0	1.6	5.5	0.0	0.0	0.0	0.0	5.8	25.0
Truro/New Glasgow	5.1	25.0	0.0	0.0	0.0	0.0	2.6	12.5	0.0	0.0	2.6	12.5	0.0	0.0	2.6	12.5	0.0	0.0	0.0	0.0	5.1	37.5
Sydney	6.9	30.8	0.0	0.0	0.0	0.0	3.4	7.7	0.0	0.0	20.7	46.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	15.4
Quebec	1.5	0.9	0.4	0.2	0.9	0.5	11.8	6.2	14.8	10.7	19.5	19.5	0.0	0.0	8.0	4.3	9.2	5.8	41.0	50.1	3.4	1.8
Montreal	1.0	0.5	0.0	0.0	1.0	0.5	4.8	2.6	12.5	10.3	17.3	20.0	0.0	0.0	7.7	4.1	8.7	5.1	42.3	55.4	2.9	1.5
Quebec City	1.7	0.8	1.7	0.8	0.8	0.4	33.9	15.9	24.0	12.4	28.1	18.2	0.0	0.0	9.9	4.7	12.4	8.1	40.5	36.4	5.0	2.3
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	2.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	21.4	19.5	0.0	0.0	0.0	0.0	21.4	14.6	7.1	4.9	21.4	14.6	0.0	0.0	7.1	4.9	0.0	0.0	42.9	34.1	7.1	7.3
Ontario	0.3	1.8	1.8	19.8	1.4	10.2	0.2	1.5	1.3	14.5	0.0	0.0	0.7	5.4	2.3	16.5	1.7	18.6	0.3	3.6	1.1	8.1
Ottawa	1.4	5.6	0.0	0.0	2.9	11.1	0.0	0.0	7.1	44.4	0.0	0.0	2.9	11.1	0.0	0.0	4.3	16.7	1.4	11.1	0.0	0.0
Toronto	0.0	0.0	2.4	33.3	1.2	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	22.2	1.2	22.2	0.0	0.0	1.2	11.1
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	16.7	8.3	50.0	0.0	0.0	0.0	0.0	5.6	33.3
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	10.7	42.9	0.0	0.0	0.0	0.0	7.1	28.6	7.1	28.6	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	2.4	2.3	1.2	1.1	7.3	6.9	19.5	19.5	14.7	15.0	13.5	18.4	11.1	11.6	6.1	6.9	4.9	4.6	0.0	0.0	13.4	13.8
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	33.3	7.1	33.3	7.1	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	2.5	2.3	1.2	1.1	7.4	6.9	19.8	19.5	14.8	14.9	13.6	18.4	11.1	11.5	6.2	6.9	4.9	4.6	0.0	0.0	13.6	13.8
Saskatchewan	0.0	0.0	3.7	4.9	18.6	19.6	8.0	5.3	18.6	12.2	25.2	16.6	0.0	0.0	8.6	5.6	0.0	0.0	22.3	17.1	24.6	18.6
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	8.3	8.3	0.0	0.0	41.7	41.7	0.0	0.0	16.7	16.7	0.0	0.0	0.0	0.0	33.3	33.3
North Battleford	0.0	0.0	7.7	7.4	38.5	29.6	7.7	3.7	38.5	18.5	7.7	3.7	0.0	0.0	0.0	0.0	0.0	0.0	46.2	25.9	15.4	11.1
Alberta	0.1	0.1	5.0	3.4	7.0	3.7	19.3	18.6	3.9	3.0	20.0	20.8	19.6	16.6	23.0	23.0	2.2	1.1	0.0	0.0	9.9	9.5
Calgary	0.0	0.0	13.5	4.3	12.2	3.0	43.2	20.4	1.4	0.9	39.2	22.2	32.4	15.5	40.5	23.4	4.1	0.9	0.0	0.0	18.9	9.4
Edmonton	0.0	0.0	0.0	0.0	3.3	5.2	5.5	12.1	5.5	12.1	8.8	15.5	12.1	22.4	13.2	22.4	1.1	1.7	0.0	0.0	4.4	8.6
Medicine Hat	3.8	11.1	0.0	0.0	23.1	29.6	0.0	0.0	0.0	0.0	7.7	14.8	11.5	14.8	0.0	0.0	0.0	0.0	0.0	0.0	11.5	29.6
British Columbia	0.0	0.0	6.6	12.2	2.2	4.1	1.4	4.7	6.9	14.7	13.0	32.4	7.1	15.1	1.3	2.4	3.3	6.1	0.0	0.0	4.5	8.3
Vancouver	0.0	0.0	6.9	12.8	2.3	4.3	1.1	4.3	6.9	14.9	12.6	31.9	6.9	14.9	1.1	2.1	3.4	6.4	0.0	0.0	4.6	8.5
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	7.4	10.5	7.4	10.5	25.9	47.4	14.8	21.1	3.7	5.3	0.0	0.0	0.0	0.0	3.7	5.3
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	20.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 34- Tobacco POS Advertising In Gas Convenience Stores/Kiosks - Weighted (1996)

Danglers

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	0.1	4.7	0.1	8.6	0.0	0.0	0.1	8.6	0.1	11.0	0.1	8.6	0.2	14.3	0.2	13.4	0.0	0.0	0.2	22.7	0.1	8.1
St. John's, NFLD	1.8	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	4.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	8.7	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro/New Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	100.0	0.0	0.0
Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	100.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	100.0	0.0	0.0
Ontario	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	34.7	0.0	0.0	0.0	0.0	0.9	42.1	0.0	0.0	0.3	23.1	0.0	0.0
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	60.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	40.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Battleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	100.0
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	100.0
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	100.0
British Columbia	0.0	0.0	1.1	25.0	0.0	0.0	1.1	25.0	0.0	0.0	1.1	25.0	1.1	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	1.1	25.0	0.0	0.0	1.1	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 35- Tobacco POS Advertising In Gas Convenience Stores/Kiosks - Weighted (1996)

Posters

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	0.4	1.9	0.2	1.1	0.6	3.3	0.7	3.4	0.9	4.4	1.8	9.7	0.2	1.2	0.5	2.6	2.8	17.5	8.9	48.3	1.1	6.6
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	1.4	46.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	53.7
Fredricton	3.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	100.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro/New Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	1.0	2.3	0.0	0.0	0.7	1.7	0.7	1.7	1.2	2.9	1.3	3.2	0.0	0.0	1.1	2.6	6.5	19.8	23.9	61.6	1.7	4.0
Montreal	1.0	2.5	0.0	0.0	1.0	2.5	1.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.5	5.8	17.5	25.0	67.5	1.9	5.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	9.4	5.8	10.9	0.0	0.0	1.7	3.1	9.9	26.6	22.3	48.4	0.8	1.6
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	14.3	28.6	0.0	0.0	0.0	0.0	0.0	0.0	3.6	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.6	57.1	3.6	7.1
Ontario	0.0	0.0	0.9	31.7	0.0	0.0	0.1	2.4	0.0	0.0	0.0	0.0	0.5	17.2	0.1	4.7	1.2	40.4	0.0	0.0	0.1	3.7
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	50.0	0.0	0.0	1.4	50.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	1.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	50.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	50.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	50.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	3.6	20.0	0.0	0.0	0.0	0.0	7.1	40.0	7.1	40.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	1.2	19.7	0.1	1.6	4.9	78.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	1.2	20.0	0.0	0.0	4.9	80.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	0.0	0.0	11.2	60.0	0.0	0.0	3.7	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	20.0	0.0	0.0
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Battleford	0.0	0.0	0.0	0.0	23.1	60.0	0.0	0.0	7.7	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	20.0	0.0	0.0
Alberta	0.0	0.0	0.0	0.0	2.2	28.9	1.0	13.3	0.0	0.0	2.2	28.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	28.9
Calgary	0.0	0.0	0.0	0.0	4.1	27.3	2.7	18.2	0.0	0.0	4.1	27.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	27.3
Edmonton	0.0	0.0	0.0	0.0	1.1	33.3	0.0	0.0	0.0	0.0	1.1	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	33.3
Medicine Hat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	1.1	7.5	3.3	22.6	4.7	39.2	1.1	7.5	0.1	0.7	1.1	7.5	0.0	0.0	2.2	15.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	1.1	7.7	3.4	23.1	4.6	38.5	1.1	7.7	0.0	0.0	1.1	7.7	0.0	0.0	2.3	15.4
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 36- Tobacco POS Advertising In Gas Convenience Stores/Kiosks - Weighted (1996)

Shelf Talkers

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	0.9	2.5	1.2	2.5	1.2	2.0	2.9	9.4	2.7	7.3	8.2	28.6	2.3	7.4	2.8	10.4	0.3	0.5	6.1	26.0	1.0	3.4
St. John's, NFLD	10.9	91.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	4.3	1.8	4.3	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	23.0	21.5	11.2	6.2	14.4	8.1	5.5	2.4	6.3	6.5	36.3	45.1	4.1	1.8	3.5	2.1	0.0	0.0	0.0	0.0	12.3	6.3
Fredricton	25.0	19.7	10.7	4.9	3.6	1.6	3.6	1.6	3.6	4.9	42.9	54.1	0.0	0.0	3.6	3.3	0.0	0.0	0.0	0.0	21.4	9.8
Saint John	26.1	21.9	13.0	6.3	26.1	12.5	8.7	3.1	8.7	6.3	39.1	42.2	8.7	3.1	4.3	1.6	0.0	0.0	0.0	0.0	4.3	3.1
Bathurst	6.3	30.8	6.3	15.4	6.3	7.7	0.0	0.0	6.3	23.1	6.3	7.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	15.4
Nova Scotia	1.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Truro/New Glasgow	2.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.4	0.5	0.4	0.5	0.2	0.2	0.2	0.2	5.1	11.1	14.0	34.5	0.0	0.0	0.6	0.7	0.0	0.0	16.4	51.6	0.6	0.7
Montreal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	12.9	14.4	33.7	0.0	0.0	0.0	0.0	0.0	0.0	18.3	53.5	0.0	0.0
Quebec City	1.7	3.0	1.7	3.0	0.8	1.5	0.8	1.5	0.8	1.5	14.9	38.8	0.0	0.0	2.5	4.5	0.0	0.0	13.2	41.8	2.5	4.5
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	3.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ontario	0.3	8.4	0.0	0.0	0.5	16.7	0.1	4.5	1.3	41.8	0.0	0.0	0.3	8.4	0.1	3.6	0.5	16.7	0.0	0.0	0.0	0.0
Ottawa	1.4	9.1	0.0	0.0	2.9	18.2	0.0	0.0	7.1	45.5	0.0	0.0	1.4	9.1	0.0	0.0	2.9	18.2	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	100.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	7.1	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	2.4	12.5	1.2	6.3	2.4	12.5	4.9	25.0	2.4	12.5	4.9	25.0	1.2	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	2.5	12.5	1.2	6.3	2.5	12.5	4.9	25.0	2.5	12.5	4.9	25.0	1.2	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saskatchewan	0.0	0.0	3.7	15.4	7.4	23.1	0.0	0.0	11.2	23.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.9	38.5	0.0	0.0
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Battleford	0.0	0.0	7.7	15.4	15.4	23.1	0.0	0.0	23.1	23.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.8	38.5	0.0	0.0
Alberta	0.1	0.1	5.0	4.7	3.8	2.6	14.5	21.3	0.5	1.0	12.5	21.4	12.0	17.3	14.0	24.0	1.0	0.7	0.0	0.0	4.1	7.0
Calgary	0.0	0.0	13.5	4.8	9.5	2.4	39.2	21.4	1.4	1.0	33.8	21.4	32.4	17.3	37.8	24.1	2.7	0.7	0.0	0.0	10.8	6.8
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Medicine Hat	3.8	10.0	0.0	0.0	15.4	40.0	0.0	0.0	0.0	0.0	3.8	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	40.0
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	25.0	1.1	25.0	1.1	25.0	1.1	25.0	0.0	0.0	0.0	0.0	0.0	0.0
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	25.0	1.1	25.0	1.1	25.0	1.1	25.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 37- Tobacco POS Advertising In Gas Convenience Stores/Kiosks - Weighted (1996)

Countertop Displays

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	0.1	0.3	1.1	3.7	1.1	3.8	5.1	17.8	4.5	16.3	3.3	11.5	1.3	4.3	1.9	7.1	1.4	4.7	7.4	25.6	1.2	5.0
St. John's, NFLD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	50.0
New Brunswick	0.0	0.0	0.0	0.0	1.4	9.4	10.4	81.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	9.4	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	3.6	20.0	10.7	60.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	20.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	13.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	50.0
Truro/New Glasgow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	50.0
Sydney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quebec	0.2	0.5	0.0	0.0	0.0	0.0	10.1	23.3	8.2	18.8	2.0	4.7	0.0	0.0	1.4	3.2	0.9	2.1	20.0	46.4	0.4	1.0
Montreal	0.0	0.0	0.0	0.0	0.0	0.0	2.9	8.8	4.8	14.7	1.9	5.9	0.0	0.0	1.0	2.9	1.0	2.9	21.2	64.7	0.0	0.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	33.1	42.1	19.8	25.3	1.7	2.1	0.0	0.0	2.5	3.2	0.8	1.1	18.2	24.2	1.7	2.1
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	10.7	13.6	0.0	0.0	0.0	0.0	21.4	27.3	3.6	4.5	14.3	18.2	0.0	0.0	7.1	9.1	0.0	0.0	17.9	22.7	3.6	4.5
Ontario	0.0	0.0	1.8	33.3	0.9	16.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	16.7	0.9	16.7	0.0	0.0	0.9	16.7
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	2.4	33.3	1.2	16.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	16.7	1.2	16.7	0.0	0.0	1.2	16.7
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	4.9	8.7	8.5	15.2	8.5	15.2	7.4	13.2	8.6	15.3	6.1	13.0	4.9	8.7	0.0	0.0	4.9	10.8
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	50.0	7.1	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	4.9	8.7	8.6	15.2	8.6	15.2	7.4	13.0	8.6	15.2	6.2	13.0	4.9	8.7	0.0	0.0	4.9	10.9
Saskatchewan	0.0	0.0	0.0	0.0	7.4	14.1	8.0	15.1	3.7	7.0	25.2	47.6	0.0	0.0	8.6	16.2	0.0	0.0	0.0	0.0	0.0	0.0
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	8.3	12.5	0.0	0.0	41.7	62.5	0.0	0.0	16.7	25.0	0.0	0.0	0.0	0.0	0.0	0.0
North Battleford	0.0	0.0	0.0	0.0	15.4	40.0	7.7	20.0	7.7	20.0	7.7	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alberta	0.1	0.3	0.0	0.0	1.5	5.6	3.2	14.4	2.7	15.1	7.3	27.5	2.0	7.5	4.0	17.6	1.2	4.4	0.0	0.0	1.2	7.5
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	1.4	12.5	0.0	0.0	6.8	62.5	0.0	0.0	0.0	0.0	1.4	12.5	0.0	0.0	1.4	12.5
Edmonton	0.0	0.0	0.0	0.0	2.2	6.1	4.4	15.2	4.4	18.2	7.7	21.2	3.3	9.1	6.6	21.2	1.1	3.0	0.0	0.0	1.1	6.1
Medicine Hat	3.8	14.3	0.0	0.0	7.7	28.6	0.0	0.0	0.0	0.0	7.7	28.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	28.6
British Columbia	0.0	0.0	5.5	22.3	2.2	8.9	0.2	0.9	3.6	14.4	6.2	25.2	2.4	9.9	0.1	0.5	2.2	8.9	0.0	0.0	2.2	8.9
Vancouver	0.0	0.0	5.7	23.8	2.3	9.5	0.0	0.0	3.4	14.3	5.7	23.8	2.3	9.5	0.0	0.0	2.3	9.5	0.0	0.0	2.3	9.5
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	7.4	15.4	7.4	15.4	22.2	46.2	7.4	15.4	3.7	7.7	0.0	0.0	0.0	0.0	0.0	0.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 38- Tobacco POS Advertising In Gas Convenience Stores/Kiosks - Weighted (1996)

Other Ad Types

Region	Belvedere		Benson & Hedges		Canadian Classics		Du Maurier		Export A Smooth		Remaining Export A		Matinee		Players		Rothmans		Sportsman		Other	
	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share	%dist	brand share
National (All Cities)	0.1	1.3	0.0	0.0	0.0	0.3	1.0	7.7	1.1	7.7	2.6	18.5	1.3	10.9	3.2	22.4	0.7	5.1	1.9	13.6	1.7	12.5
St. John's, NFLD	5.5	60.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	20.0	0.0	0.0	0.0	0.0	1.8	20.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlottetown, PEI	0.0	0.0	0.0	0.0	0.0	0.0	3.2	25.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7	75.0	0.0	0.0	0.0	0.0	0.0	0.0
New Brunswick	0.0	0.0	0.0	0.0	1.7	26.9	0.0	0.0	0.8	13.4	1.4	23.1	0.0	0.0	2.3	36.6	0.0	0.0	0.0	0.0	0.0	0.0
Fredricton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	50.0	0.0	0.0	3.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0
Saint John	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bathurst	0.0	0.0	0.0	0.0	12.5	50.0	0.0	0.0	6.3	25.0	0.0	0.0	0.0	0.0	6.3	25.0	0.0	0.0	0.0	0.0	0.0	0.0
Nova Scotia	4.2	27.3	0.0	0.0	0.0	0.0	2.9	11.7	0.0	0.0	7.7	31.1	0.0	0.0	1.6	6.5	0.0	0.0	0.0	0.0	5.8	23.4
Truro/New Glasgow	2.6	20.0	0.0	0.0	0.0	0.0	2.6	20.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	20.0	0.0	0.0	0.0	0.0	5.1	40.0
Sydney	6.9	30.8	0.0	0.0	0.0	0.0	3.4	7.7	0.0	0.0	20.7	46.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	15.4
Quebec	0.0	0.0	0.0	0.0	0.0	0.0	0.8	3.9	1.6	8.1	4.3	22.6	0.0	0.0	5.0	25.2	1.8	10.0	5.0	26.4	0.8	3.9
Montreal	0.0	0.0	0.0	0.0	0.0	0.0	1.0	5.0	1.9	10.0	2.9	15.0	0.0	0.0	5.8	30.0	1.9	10.0	4.8	25.0	1.0	5.0
Quebec City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	3.4	9.1	41.4	0.0	0.0	3.3	13.8	1.7	10.3	6.6	31.0	0.0	0.0
Sherbrooke	0.0	0.0	0.0	0.0	0.0	0.0	2.9	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chicoutimi/Jonquière	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	50.0
Ontario	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	66.7	0.0	0.0	0.0	0.0	0.1	33.3
Ottawa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toronto	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windsor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	66.7	0.0	0.0	0.0	0.0	2.8	33.3
Sudbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manitoba	0.0	0.0	0.0	0.0	0.0	0.0	4.9	26.3	4.9	21.1	2.4	10.5	1.2	5.3	0.0	0.0	0.0	0.0	0.0	0.0	8.5	36.8
Brandon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winnipeg	0.0	0.0	0.0	0.0	0.0	0.0	4.9	26.3	4.9	21.1	2.5	10.5	1.2	5.3	0.0	0.0	0.0	0.0	0.0	0.0	8.6	36.8
Saskatchewan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	11.6	24.6	88.4
Swift Current	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	100.0
North Battleford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	25.0	15.4	75.0
Alberta	0.1	0.3	0.0	0.0	0.2	0.7	1.8	8.1	0.7	2.9	1.7	7.7	5.6	30.8	7.0	30.8	0.0	0.0	0.0	0.0	3.7	18.6
Calgary	0.0	0.0	0.0	0.0	0.0	0.0	1.4	6.3	0.0	0.0	2.7	12.5	0.0	0.0	8.1	37.5	0.0	0.0	0.0	0.0	8.1	43.8
Edmonton	0.0	0.0	0.0	0.0	0.0	0.0	2.2	9.5	1.1	4.8	1.1	4.8	8.8	47.6	6.6	28.6	0.0	0.0	0.0	0.0	1.1	4.8
Medicine Hat	3.8	11.1	0.0	0.0	7.7	22.2	0.0	0.0	0.0	0.0	3.8	11.1	11.5	44.4	0.0	0.0	0.0	0.0	0.0	0.0	3.8	11.1
British Columbia	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.6	0.0	0.0	3.4	56.4	2.4	40.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.9
Vancouver	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	60.0	2.3	40.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelowna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	25.0	7.4	50.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	25.0
Campbell River/Courtnay	0.0	0.0	0.0	0.0	0.0	0.0	20.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0